

**SANTA ROSA TOURIST DEVELOPMENT COUNCIL
BOARD OF DIRECTORS MEETING
January 21, 2015
Economic Development Office**

Board Members

Kyle Holley
Mike Loera
Vernon Compton
Alan Lowery
Liz Horton

Attendees

Shannon Ogletree	Meridith South
Debbie Peaden	Bob Miller
Susan Poggione	Dave Barnette
Paula Shell	

Call Meeting to order: Mike Loera called the meeting to order at 3:11

Additions to the Agenda-Update on Tough Mudder, Restore, Security

Minutes of November 19, 2014 . Kyle Holley motioned to approve the minutes, Vernon Compton seconded. Minutes were approved.

DSBP –Dave Barnett presented the TV Campaign. Meridith South wants to work with Bed Tax Collectors to capture zip codes. The Website is 95% done.

Lodging Tax update-Julie Morgan and Debbie Peaden –Julie Morgan reported on the November figures showed SRC was up 41.28 from last year in November

Debbie Peaden went over the reports. She explained that the figures were 2 months behind because of the delay of payments on line. We will ask Jayne Bell to come to February's meeting to explain the budget.

South End Requests-

Beach Wheelchairs for Wounded Warriors requested no more than \$1600 for a wheelchair. Kyle Holley motioned to approve, Liz Horton seconded. Motion passed.

Beach Beautification request for no more than \$2,300 for purchase of 8 Solar Beach Lights- Liz Horton motioned to approve, Kyle Holley seconded. Motion passed.

North End – Paula Shell gave a report on the Fenner Ride. She gave the History, and who profits from the proceeds, The Boys and Girls Club.

Other Business-

Tough Mudder- Kyle Holley gave an update on the event. He mentioned it would be good to have parties in the North and South after the event.

Economic Impact- Suggested that the TDO pay up to \$4,000 for an Economic Impact Study, with ¼ shared the city of Milton. Vernon Compton motioned to approve, Al Lowery seconded, Kyle Holley abstained. Motion passes.

Restore- application for Tourism can be used for infrastructure project like the Milton-Bagdad Connector. March 13th is the deadline for Grants.

It was suggested TDO do a calendar for events, meetings, trade shows and to do a newsletter.

Meeting was adjourned at 5:45