

**SANTA ROSA TOURIST DEVELOPMENT COUNCIL
BOARD OF DIRECTORS MEETING**

November 19

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NAVARRE VISITOR CENTER

Board Members

Kyle Holley
Laurie Gallup
Vernon Compton
Alan Lowery

Attendees

Shannon Ogletree	Romi White
Mike Sandler	Nancy Sandler
Karen Harrell	Susan Poggione
Chanda Ryan	Sarah Whitfield
Julie Morgan	Mary Peterzen
Charlene Mauro	

Call Meeting to order: Laurie Gallup called the meeting to order at 2:10

Additions to the Agenda-Kyle Holley wanted to add the Sports Foundation Grant. Laurie Gallup wanted to add the Beach Restoration Bed Tax increase and how it is being used.

Minutes of October 15, 2014- Alan Lowery corrected the minutes to reflect he was at the meeting. Kyle Holley said that it was University of Florida not the University of West Florida. Kyle Holley Motioned to approve the minutes with changes, Vernon Compton seconded. Minutes were approved.

BTW Update -Karen Harrell handed out an analysis on the Tour. The Corn Maze had 27,000 people visiting the maze. The maze has had 110,000 visitors in the last 3 years. She shared the media marketing for this year. She feels that it was a great success. Kyle Holley complimented Karen on the media. Shannon Ogletree wanted to hire undergrads from the college to record the visitors and where they are coming from. Kyle Holley would like to know how much the events invest in the production of the events. Laurie Gallup suggested getting a BTW committee. She spoke of the Snowbird magazine. She said she needed ads Dec. 10. Julie Morgan said we need to get small committee to help with this event.

DSBP -Meridith South said she would have the media plan for next year next month. Dave Barnette gave a partial preview of the ads that will be aired on TV. They will send them to Julie. They are still working on the website. Map will be a search engine.

Lodging Tax update-Shannon Ogletree gave the numbers. We are up \$21,000. And over 21.3% for the year. Year to Year up 31%. The bed taxes were broken down for NE \$18,716, SE \$39,586, and Navarre Beach \$73,400. Julie will request a report of the county to county progress report.

South End Requests- Requesting \$4,000 for the Parade and \$1,000 for logo throws. Kyle Holley motioned to do a platinum sponsorship for \$4,000,for the parade. Vernon Compton seconded. Motion Passed.. Logo Throws to be determined with Shannon and Julie. Julie said we need to participate in the parade. Vernon Compton said that the Milton Float was available.

North End Request

Request to go forward for a design firm, using the balance from the CSX Project. Jack Sanborn motioned to approve. Kyle Holley wanted to use a portion of the remaining funds for a design firms. Laurie Gallup seconded. Motion passed.

Other Business-

Shannon Ogletree spoke about the time change for the Board of Directors from 3:00 to 9:00. Laurie Gallup, Vernon Compton, Alan Lowery, and Kyle Holley agreed with that time change.

Sport Association application has been approved. Kyle hosted a luncheon on Tough Mudder in Crestview with bed tax collectors. He will host a lunch for Navarre Beach property manager.

Laurie Gallup talked about the spending of the 1 cent tax being used to repay the debt, instead of renourishment of the beach.

Laurie Gallup wanted to make sure that the fireworks in the Budget, the BP spending and Debbie Peaden reporting on her conference, and Jayne Bell discussing the budget. Meridith South said she would get the Marketing Plan by the next meeting.

Shannon Ogletree requested a quarterly report on Grant Recipients.

Meeting was adjourned.