

**SANTA ROSA TOURIST DEVELOPMENT COUNCIL**

**BOARD OF DIRECTORS MEETING**

**October 15, 2014**

**NAVARRE VISITOR CENTER**

**Board Members**

Kyle Holley  
Laurie Gallup  
Vernon Compton  
Alan Lowery

Mike Loera  
Jack Sanborn  
Liz Horton

**Attendees**

Shannon Ogletree  
Mike Sandler  
Romi White  
Karen Harrell  
Susan Poggione  
Al Seiders  
Larry Sims  
John Lewis  
Nancy Sandler  
Charlene Tremor  
Tiffani Bageant  
Chandra Ryan

**Mike Loera called the meeting to order at 3:05**

**Additions or Corrections to the agenda:** Beach Beautification, Snow birds events with adjoining counties, and Agritourism, ecotourism at Adventures Unlimited.

**Minutes of September 17, 2014-** Laurie Gallup moved to approve the minutes, Jack Sanborn seconded. The minutes were approved.

**Financials-** Shannon Ogletree presented the financials. Jayne Bell will come in November TDC meeting and explain budget. Laurie Gallup wanted to check on BP TDC receipts. Vernon Compton motioned to approve the financials, Jack Sanborn seconded. Financials were approved.

**DSBP-** Meridith South was absent. A check for \$6,600 was given to Shannon Ogletree for donations to be split between the Marine Park entities.

**BTW Update** -Karen Harrell spoke of the tour so far, and talked about the videos, drones, and photos for the events. The fishing Rodeo, Sea Turtle Extravaganza, Calf Roping all had videos. Fenner Ride and Volley Ball will be next weekend. She talked about the Munson Heritage Festival.

**South End Requests**

\$5,000 for Navarre Krewe of Jesters Mardi Gras Parade for Sheriffs, port-a-potties, and Insurance. South End suggested sponsorship for \$4,000 with \$1,000 for throws. Charlene Tremor is going to get more information before taking it to the County Commission.

**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-**

-Security Cameras on the beach. Shannon Ogletree presented a proposal from Smith, also using Kenny Wilder's camera for \$500 per month. Jack Sanborn motioned that the TDC recommend to the county to provide security cameras at the park. Laurie Gallup seconded. Motion passes.

-Snowbird Publication advertising in the adjoining counties. Jack Sanborn motioned to take a full page ad, button ad and 4 sponsor stories on line for \$6,750, Laurie Gallup seconded . The motion passed.

- Jack Sanborn mentioned IFUS presented Agritourism and Ecotourism on November 4, 5, 6. At Adventures Unlimited.

-Beach Beautification-John Lewis following up on the solar lights and water fountains along the trail. He spoke of the recycled water. Kyle Holley is going to contact the University of Florida to see if they would help. Kyle Holley wants to ask the County Commissioner to use the recycled water. Vern Compton wants to explore grant application, and put it on our planning meeting priority when the new director starts.

-North End Committee will be on November 7<sup>th</sup>. Next month. BOD will start at 2:00 on the 19<sup>th</sup>.

-Application has been make for a grant application to the Florida Sports Association for \$10,180 for advertising for November 8<sup>th</sup> and 9<sup>th</sup>.

-Mike Sandler said we need to get the Fireworks lined up for the 4<sup>th</sup> of July for about \$13,000. We will need to lock in by next month.

Meeting was adjourned.