

Santa Rosa County Tourist Development Office

North End Committee

April 4, 2016

8:30 a.m.

Board Members

Vernon Compton

Alan Lowery

Kyle Holley

Attendees

Brian Watkins

John Norton

Adrienne Walker

Attendees

Julie Morgan

Nicole Dees

Dave Barnette

Al Wilson

8:30 a.m. Sign – In and Confirmation of a Quorum – Accept agenda, and we do have a Quorum.

Additional Agenda Items –

Bagdad Milton Site Park – Julie Morgan

Agriplex Update – Kyle Holley

Approval of the February 29, 2016 Minutes –

Motion by Kyle Holley, Second by Alan Lowery, Minutes passed.

DSBP Update – Dave Barnette

Pandora has been working very well for us, the Spring break homeschooling week and Tough Mudder has been showing positive results.

Brochure Re-design – Dave Barnette

Dave Barnette states the plan to redesign the guide to 40 pages. We can have short info pieces on Navarre Beach, Milton, Blackwater State Forest, RV etc. Barnette also reports we need to shot some new photo content. Vernon Compton states that there is a monthly bike ride on the Blackwater Heritage State Trail, and also a lot of events in the Blackwater River State Park. Adrienne Walker request that Arcadia Mill be added to the new vacation guide. Julie Morgan reports we want to incorporate some of the sports tourism info into the new guide as well. Vernon Compton notes that on the Ecotourism/Agritourism pages, suggest listing all the camping outdoors options in the County. Kyle Holley likes the vacation guide example from Port St. Joe, and that we have the same demographic of visitor.

Milton Marina – Brian Watkins

Brian Watkins gives an update on the Milton Marina and that we have had a very good relationship with the Tourist Development Council. Watkins states they had to rebuild all the docks on the Marina, and now have working restrooms, fully permitted, and the dock slips are open, fueling station is completed, land lease is done. They are to start construction to rebuild the marina area. Ship-Shape is holding business at the marina, restoring and repairing boats. They received a RESTORE grant to help aid in finishing construction.

Watkins requests that the TDC continue to fund the bed tax to the Milton Marina. Half of the 3rd cent and a quarter of the 4th cent from the North End. Kyle Holley states that we planned on making monthly payments to the Milton Marina with the bed tax funds. Quinn St, down through the Marina, and to Carpenter park. Watkins states in the future we will have to rebuild Quinn St. and that not all the properties have been purchased, some are still private property along Quinn St. through the Marina, to Carpenter Park. Julie Morgan request clarification on the request, the City of Milton has requested a continuous funding of \$45,000 in bed tax per year for the Milton Marina. Julie Morgan asked what happens if the City of Milton decides to sell the marina? Would it be given to the County? Morgan request documentation. Morgan asks about an update on the proposal that the City of Milton being pulled away from the TDC system. Watkins states that the issue has been dropped. Kyle Holley states that we do not need to jeopardize the issue, when we come closer to an election year. The request is to help fund the \$500,000 to help build the sidewalks, buildings, riverwalk extension, etc. with a continuation of bed tax funds in the form of the half of the 3rd cent and a quarter of the 4th cent of north end funds only. Add a new budget description for the continuation development of Riverwalk Park. Kyle Holley ask what did the formula generate in funds in the last two years? Vernon Compton would base the total amount on last year's total figure when figuring out a continuous amount. Kyle Holley Motions to recommend a capital expenditure plan for the continuous development of the Milton Riverwalk Park. John Norton, and Alan Lowery Seconded, motion passed.

Bagdad Milton Connector – Kyle Holley

A proportion of the 3rd and 4th cent continue to be allocated for the Bagdad Milton Connector. Kyle Holley motions to have the Bagdad Milton Connector be included in the capital expenditure plan at that same percentage. The underline reason for it is to include it into a capital expenditure plan for the public to better understand the tourism budget and infrastructure. Alan Lowery Second, motion passed.

Argiplex –Santa Rosa County Fair update –

The State of Florida has awarded the Santa Rosa County Fair association \$643,00 under statute 616 to aid in building the second phase of the agriculture complex. It is none recurring funding, and the most impact to tourism is a nice big festival grounds with underground utilities to support RV's which also means local staging area in times of disaster and for a better Santa Rosa County Fair and future events.

Navarre Beach Independence Day Fireworks Proposal

Julie Morgan reports that the fireworks proposal is for \$13,800. Last year we hired the Navarre Beach Chamber Foundation to help coordinate it. This year the Chamber Foundation quotes that they will charge \$1,000 to coordinate the fireworks. This will include overseeing, administer, traffic control, etc.

and they will pay who ever needs to be paid, including the off duty police officers out of the \$1000. John Norton suggests moving it to the TDC Board.

RUF-Prism Cluster Study – Update

Unfortunately, there have been no results and no data from bed tax collectors. David Barnette explains that the study data would be private data, only seen by the 3rd party. Barnette states our county could be an exception to data collection compared to other counties that have done this study.

Navarre Beach HD Zoom/Live Skyline Cam direct feed service Contract renewal

Julie Morgan reports we signed an agreement with Kenny Wilder. Last year he charged us \$2,700. This year he has doubled it to \$6,000. The numbers of clicks to the direct feed webcam does not justify the amount of the feed. Morgan would not recommend to continue the agreement. 1,110 hits on skyline, 2,000 on the Navarre Beach webcam for people clicking on it on Floridasplayground.com. Alan Lowery motions, John Norton second, motion passed to not renew the Navarre Beach webcam agreement with Kenny Wilder.

Tough Mudder Update

Everything is going according to plan; we have the signage, water, tent/chairs and promo booth shift schedule set up. Jack Sanborn is bringing the canoe/kayaks, Nicole is bringing promotional materials. Over 5,000 are registered for Tough Mudder. Juana's is hosting a pre-party for Tough Mudder on Friday night. Food and drinks.

Lodging Tax Update – Julie Morgan

Morgan reports we up by 13.79% and brought in \$93,197.32 in bed taxes.

Vernon Compton calls for a motion to end meeting; Alan Lowery motioned and John Norton seconded.

Meeting ended at 10:16 a.m.