



SANTA ROSA COUNTY
TOURIST DEVELOPMENT OFFICE

JULIE MORGAN
Tourist Development Director
julie@santarosa.fl.gov

8543 Navarre Parkway | Navarre, Florida 32566

TO: Board of County Commissioners

FROM: Julie Morgan, Tourist Development Director

DATE: May 23, 2016

SUBJECT: Discussion to appoint April Sarver to fill TDC Board of Directors Vacancy.

RECOMMENDATION

That the Board of County Commissioners consider approval to appoint April Sarver of ResortQuest By Wyndham Vacation Rentals to fill the TDC Board of Directors vacancy, by the resignation of Laurie Gallup. April Sarver will fill this position till the expiration date on October 31, 2017.

BACKGROUND

On April 7, 2016 Laurie Gallup notified the TDC Chairman Vernon Compton of her resignation from the TDC Board of Directors. The vacant TDC Board of Directors position requires by Florida Statutes to be filled by an accommodation related individual. April Sarver's Credentials include:

- Nine years of leadership experience
- Five years in tourism marketing experience
- Four years in events management and event sponsorships
- Degree in Public Relations from the University of West Florida

Ms. Sarver has been an active participant with the SRC TDO. She is very knowledgeable in the industry, always willing to help and offers good marketing viable suggestions that will enable tourism growth in Santa Rosa County.

On May 5, 2016 the TDC Board of Directors approved the recommendation by Julie Morgan to appoint April Sarver to fill the vacant position.



By Wyndham Vacation Rentals

April Sarver
Marketing Manager
Northwest Florida
850.301.3427
april.sarver@wynvr.com

May 4, 2016

Santa Rosa County Tourist Development Office
Attn: Julie Morgan
8543 Navarre Parkway
Navarre, FL 32566

Dear Ms. Morgan.

The purpose of my letter is to voice my interest in filling the vacant position on the Santa Rosa County TDC.

As a resident of Navarre and a professional in the field of tourism marketing with ResortQuest in the Navarre market, I'm thrilled to have the opportunity to serve. I hope you find that the experience, skills and abilities I have in marketing, tourism, event management and leadership are exactly what you're looking for.

The leadership structure I formed early in my career, along with my degree in Public Relations from the University of West Florida, provided a strong foundation for success. My professional experience includes nine years of leadership experience, five years of tourism marketing experience and four years of experience managing events and event sponsorships.

I have been a resident of Navarre since December 2002 and I'm passionate about the success of our destination. I look forward to supplementing your Board with the experience that I have in earning stakeholder buy-in, strategic partnerships, special event management, direct marketing through digital, broadcast, print, direct mail, email, social media and unconventional campaigns.

April Sarver
Marketing Manager
850-301-3427
april.sarver@wynvr.com

----- Original message -----

From: Laurie Gallup <laurie@navarrelistings.com>

Date: 4/7/2016 4:47 PM (GMT-05:00)

To: Vernon Compton <comptonv@bellsouth.net>

Subject: TDC Resignation

Hi Vernon,

I regret that I must resign my position on the TDC.

The change to a government controlled model has, in my opinion, had a negative effect on the TDC's ability to do its job promoting our destination. We have lost many of our volunteers that worked with us in Navarre because of this new structure. Frankly, it has become a chore to continually plow the same ground each year and have nothing change for us in Navarre.

I have always admired the North End's ability to work together and get things done. I wish we were able to accomplish the same for Navarre. Hopefully a new appointee can work with the committee here to get Navarre moving in the right direction.

I have always enjoyed the friendship and camaraderie of my fellow council members and wish you all much success in the further development of tourism in Santa Rosa County.

Yours truly,

Laurie Gallup

Navarre Properties

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