

TDC Board of Directors
October 06, 2016
Tiger Point Community Center, Gulf Breeze, Florida

Board Members Present:

Vernon Compton (Chairman)
Kyle Holley
Alan Lowery
April Sarver
Liz Horton
Rob Williamson
Liz Horton
Jack Sanborn

Attendees

Julie Morgan
Nicole Dees
Scott Rayner
Meridith South
Dave Barnette
Rudy Webb
Kelly Parish
Debbie Peaden
Jamie Gentry
Roy Andrews
Don Davis
Brandy Kea

Compton called the meeting to order at 8:30 a.m.

- 1) First on the agenda was review of the agenda.

Williamson moved approval of the agenda as amended. Horton seconded and the motion passed unanimously.

Second on the agenda was the approval of the September 1, 2016 minutes.

Williamson moved approval of the September 1st meeting minutes and the motion passed unanimously.

- 2) Requirements When Abstaining From A Vote- Roy Andrews

Andrews discussed the requirements of the applicable Florida Statute regarding abstaining from a vote. He said Florida statute requires each member, of a board or organization within local government, which is present at a meeting to vote unless they have a conflict of interest. Andrews said if there is a conflict of interest the procedure is to announce the nature of that conflict at the meeting, not take part in discussion of the matter and then file the abstention form within 10 days of the meeting. He said if the form is not filled out, the member is in violation of the ethics committee and can be sanctioned.

Lowery asked if it is necessary to read the abstention form aloud. Andrews said technically the abstention form is supposed to be read into the record. Compton asked if it can be stated that the board member is not receiving a personal benefit but the board member wants to make the public aware of involvement, engagement or activity so there is not perceived conflict. Andrews said it is appropriate to disclose whatever interest a board member may have. Sanborn asked what if the organization is a 501C. Andrews said he feels if the board member will be benefitted by the vote it would be a conflict of interest. Lowery asked if this pertains to City of Milton. Andrews said an elected official has the duty to act on behalf of their constituency. Compton asked if a board member can answer questions if they are abstaining. Andrews said if the board member is presenting an item as an individual they can answer questions. He said if a board member has a conflict then they are not supposed to discuss the item.

3) DSBP Update- Transition Discussion- FAM Trip Update

Meridith South said this is the transition phase. She said Morgan has a disk with everything Paradise Advertising has requested from her agency. South said today starts the FAM Tour. She said the amount of returning visitors has increased from 15% of monthly visits in January to 42% in September which is a 27% increase in 9 months. South said the click through rate is at .25 which is one of the highest click through rates the TDC has seen. She said the 9 months of niche marketing DSBP has been doing with digital marketing is paying off. South said blogs have helped traffic and returning traffic. She said that is all of the projects they are wrapping up.

Morgan asked South for her thoughts as to why bed tax revenues are not jumping double digits anymore. South said the last round of BP funds were received in the spring. She said she previously stated that the bed tax revenues will level out. South said the other issue is occupancy data from bed tax collectors. She said a big part of the problem is inventory. Morgan said this week hotels and campgrounds are booked solid. South thanked the board for the last eight years and said it has been a phenomenal experience. She said she wishes the TDC and Paradise Advertising the best. Compton thanked DSBP for their efforts over the past eight years.

4) Airbnb Update/2016 TDC Annual Conference Report- Debbie Peaden

Williamson asked if Andrews could explain this agreement. Andrews said Airbnb approached the county, as they do any taxing entity in the state. He said Airbnb proposed a voluntary agreement to collect tourist development taxes in exchange for a waiver of any liability for past due taxes that have not been collected. Andrews said Airbnb agreed to provide limited statistical data as to the underlying basis for the taxation collection. He said the Clerk of Court is the entity that collects the taxes. Andrews said the agreement is with the Clerk of Court rather than the Board of Commissioners. Williamson asked if Airbnb will be providing the origin of the visitor. Andrews said that is not addressed specifically in the agreement. He said the agreement states that Airbnb will differentiate the points of collection, which was important to the County. Williamson asked who would be the appropriate entity to request this information. Andrews said it is appropriate for the advertising agency to request the information and he will be happy to facilitate this.

Sanborn asked if Airbnb will be "clumped together" so the TDC can know the percentage of income coming from Airbnb. Morgan said Paradise will address that with Debbie Peaden.

Sanborn said the TDC has voted on giving funds to the Chamber of Commerce for a new building in the north end of the county. He asked if members of the Chamber of Commerce should not vote on this issue. Williamson said that project will not result in personal gain.

Peaden said she handles collections for the tourist tax. She said she gave the board a copy of the agenda and back up from the conference. Peaden said there were many people at the conference who did not totally agree to the contract because information was not broken down. She said Andrews has added in the contract that Airbnb provide regional information. Peaden said as of now Airbnb has not registered or sent her any information. She said the contract states August 1st but Airbnb told her they would not begin collecting until September and the County will not receive anything until October. Peaden said it is confusing as to what Airbnb is doing right now. Williamson asked Andrews what the agreement states as far as when the County will receive the first check. Andrews said it was intended to begin September 1st but it

takes 30 days to enter information into Airbnb's computer system. Williamson asked when Airbnb will be in default. Peaden said the 20th is the last date Airbnb has to file.

Morgan asked if the county is collecting from Home Away. Peaden said no. Andrews said he has a meeting with the Clerk of Court and a collection agency that wants to take on the collection from all the other Vacation Rentals By Owners and other online deals. He said that meeting is next Friday and he will have more information after that.

Morgan asked if Peaden will work with the advertising agency on any of their requests. Peaden said she is going to get with Pioneer Technology to see if reports can be generated for what is needed. Sanborn said he feels it is beneficial that Peaden attended the conference this year. Peaden said she agrees.

5) Beach Volleyball Grant- Scott Rayner

Morgan said Rayner previously requested \$5,000.00 to be split between three tournaments. She said Rayner went into contract earlier than expected. Morgan said there will be a big tournament in November and the National Volleyball League in a couple of weeks.

Rayner said the Southeastern Volleyball Tour event, held a few weeks ago, was a hit. He said the players themselves contacted other tournaments and told them about Navarre. Rayner said, about a week after this event, he got a call from the Association of Volleyball Professionals to move up the tournament to November. He said the other national volleyball tournament wants to do a tournament on October 15th. Rayner said he is not requesting additional funding, but a re-allocation of funds. He said there will be 120 players and the tournaments will be broadcasted live.

Williamson asked if Rayner feels he has the support and assistance he needs. Rayner said he does not need additional funding, but he will need logistical help with parking, signage, barricades and raking sand. Williamson said he will help in any way possible. Morgan said the Public Information Office and Spark Media have been helping to get the word out about this event.

Morgan said Rayner is requesting reallocation of the \$5,000.00 to be spent as needed on the tournaments. Williamson said he would ask that the board provide in contingency, up to an additional \$5,000.00, that can be used toward signage, law enforcement and other logistics.

Williamson moved approval of increasing the amount to \$6,000.00 for this event. Crowder seconded.

Holley said he wants to make sure the motion includes the re-allocation of the \$4,000.00 that was already allocated plus the increase in discretionary use of the \$5,000.00. Williamson said yes. He said the \$4,000.00 was for next year and \$1,000.00 will be applied to this year. Williamson said he is asking to go up to \$6,000 this year. Morgan said \$450.00 has already been spent out of \$5,000.00. She said she wants to be clear that up to \$6,000.00 minus the \$450.00 already spent will be available. Williamson said Rayner was asking for \$1,000.00 and he is increasing it to \$6,000.00. Holley said Rayner requested \$5,000.00. Williamson said only \$1,000.00 was for this year. He said he will amend his motion.

Williamson moved approval to allocate up to \$6,000.00 for this year's event in addition to the \$450 that has already been spent. Crowder seconded, and the motion passed unanimously.

Holley said he would like to see funds allocated for advertising outside of the area. Williamson said Morgan and Paradise Advertising have discretionary funding to move forward with whatever they feel will drive recognition for this event. Morgan said she will work closely with Rayner. Rayner said he can give Paradise Advertising his contacts. Sarver said she was on the committee in charge of the marketing for the Fall Classic Emerald Coast Volleyball on Okaloosa Island. She said one of the best assets to grow their followers was to partner with, for instance, Resort Quest. Sarver said she suggests reaching out to the private sector.

6) Beaches To Woodlands- Nicole Dees

Dees said staff has been attending events throughout the tour. She said event hosts are reporting an increase in attendance. Dees said there are brochures at all chambers and the Visitor's Information Center. Morgan said this is the first year the event has been brought in house. She said the event hosts are happy and she has been doing regional and local advertising. Morgan said she will give information to the new ad agency so they will be able to help next year. Sanborn asked about the budget. Morgan said she has spent \$15,000.00 this year. Sanborn said he has not seen the brochures. Morgan said they are distributed to the chambers.

7) Regional Trails Workshop- Vernon Compton

Compton said this was an outstanding workshop that was well attended. He said the importance of developing a regional pedestrian/bicycle plan has been discussed because of the impact it has on federal funding. Compton said having a regional effort that includes Pensacola and Alabama has a large impact on being able to secure funds. He said people often ask how these projects can be paid for. Compton said these projects are critical from the tourism aspect. He discussed the South Santa Rosa Bicycle/Pedestrian Plan.

Holley asked whose plan this will be. Compton said the lead non-profit was the conservation fund. He said the desired outcome were for specific areas such as Scenic Highway and connectivity with Milton and Bagdad. Holley asked for a timeline for the first draft of the plan. Compton said 6 months for the regional plans to come back with a proposal. Holley asked if there is a projection for the soonest request for funds. Compton said probably a year from now. Sanborn said the trails help property values. Compton said Ed McMahon (Urban Planner) spoke about a mini roundabout. Williamson said he is in support of a roundabout if it improves traffic while enhancing aesthetics. He said staff is looking at the possibility of a roundabout and a dedicated right hand turn, at the intersection on Navarre Beach. Williamson said he wants a solution in place before March of next year. Williamson said there is now a Pace Pedestrian/Bike Plan. Williamson said the Board of Commissioners agreed to add multi use path and sidewalk funding to the budget. He said this year's budget has \$450,000.00 for county wide multi-use paths. Williamson said he has recommended the Land Development Code be changed to require that any new development in the county have sidewalks, and an individual lot be required to pay into a sidewalk mitigation fund.

8) AD Agency- Paradise Advertising Agency

Rudy Webb said he is looking forward to moving forward. He said some of his team is coming to the County next week to spend time here and learn about the area.

Williamson said when he was traveling back from the Florida Shore and Beach Preservation Conference he stopped by the Paradise Advertising facility. He said he is looking forward to working with Paradise Advertising.

Morgan said she is going to be working with Paradise Advertising for the next few months. She said Paradise Advertising will be strategic planning for the re-branding of the County. Morgan said the target date will be to launch a spring campaign. Webb said there are a lot of steps between now and the re-branding. He said he will work closely with stake holders.

Sanborn asked for a timeline of what to expect. Morgan said she will work with Paradise Advertising to develop a projected timeline. She said she intends for the photo shoot images, brochure, and re-branding to all be released at once in the spring.

Webb said he will work Morgan on timing. He said he does not expect to do a photo shoot in the next 30 days. Sanborn said there are existing photographs and video from the past agency. Webb said the previous agency has had great success and Paradise Advertising will build upon that.

Holley asked what other areas of the county's budget may be used to fund the re-branding. He asked what is the timeline for public input associated with the rest of the brand outside of tourism. Morgan said the County Administrator and Public Information Officer have said they want to brand as a county and they will not charge to do that for the county. She said the Economic Development Office uses their own advertising agency. Holley said he would like to avoid any delay because of a lack of consensus in messages coming from other departments. There was continued discussion regarding input from necessary stake holders.

9) Committee Requests- None

10) Director's Report

Morgan discussed the following items:

- Quarterly Travel Report - July - September 2016
Morgan said a detailed report of her and Dees' travel is included in the back up material.
- Bed Tax Report - August 2016
Morgan said August bed tax collections are up 4% compared to last August.
- DMOProZ Planning Sessions
Morgan said the board is not expected to come to attend all of the DMOProZ planning sessions. She said the intention of the planning sessions is to get other stakeholders involved.
- Schedule For Upcoming Fiscal Year Meetings
Morgan said she has provided a schedule of the Fiscal Year 2016/2017 meetings for each board member. She said she encourages the board members to create focus groups.
- Navarre Beach Survey
Morgan said her office took a survey of guest on the beach during the beach restoration. She said her office obtained zip codes, numbers of guests in each party and a ranking of the beach. Morgan said 66% of the respondents ranked the beach at a 10, with 10 being the highest score.

- Visit Florida Marketing Highlights & Infographics
Morgan said she included the Visit Florida marketing ads in the back up information.

11) Other Business

Holley discussed the upcoming hurricane. He said he feels there will be damage to the campgrounds in central and south Florida. Holley said he thinks the TDC should reach out to those customers. Compton said the campgrounds are not always full this time of year. Morgan said most of the coastal counties are encouraging people to go inland rather than up to northwest Florida. She said the advertising agency represents three of the coastal destinations within the hurricanes path. Holley said people will be pulling out of campgrounds and that is who he would like to target. Crowder said he had a customer come up from Key West and a few more guests who have come up from the affected areas. Sarver said using social media to get the word out is working well. Williamson said occupancy levels need to be communicated and kept up to date.

Williamson said the power point presentation for the Heart of Navarre tourism corridor is on the county website. He discussed the five projects that have been identified and approved for the Heart of Navarre. Williamson said he has had meetings with Holley Navarre Water and county staff about trying to develop consistent advertising regarding water towers. He said the next step is to have the Public Information Office and the advertising agency develop an ad. There was discussion regarding signage on multi-use paths and the Heart of Navarre.

Sanborn said this will be Lowery's last meeting and he appreciates Lowery's involvement on the committee. Lowery said he has requested this to be his last meeting. He said after the election there will be someone else appointed.

There being no further business to come before the board at this time, the meeting adjourned.