

Santa Rosa County Tourist Development Council

Committee Meeting

Monday October 3, 2016

8:30 a.m.

Board Members

Vernon Compton

Jack Sanborn

Liz Horton

Attendees

Romi White

Sarah Balducci

Mary Peterzen

Chanda Ryan

Attendees

TJ Goulet

Nicole Dees

Charlene Mauro

Jamie Gentry

Brenda Stokes

8:30 a.m. Sign-In Confirmation of a Quorum – Liz Horton motioned to approve Agenda, TJ Goulet seconded. Motion Passed and Agenda was approved with additional agenda Items –

Additional Agenda Items

Bed Tax Dollars

Committee Composition/Participation

Approval of the North End / South End Minutes from September 2016 –

Motion to approve South End Minutes by Liz Horton and seconded by TJ Goulet. Motion passed; Minutes were approved.

Motion to approve North End Minutes by Jack Sanborn and was seconded by Vernon Compton. Motion passed; Minutes were approved.

DMO PROZ Planning Sessions- Nicole Dees

Please let all tourism related stakeholders know the DMO PROZ Planning Sessions are scheduled next week. North End Stakeholders session is scheduled at the Economic Development Office, 6491 Caroline St. Suite 4, Milton, FL 32570 on October 11, 2016 from 8:30 a.m. to 11:00 a.m. The South End Stakeholders session is scheduled at the Navarre Visitor Information Center, 8543 Navarre Parkway, Navarre, FL 32566 on October 11, 2016 from 1:30 p.m. to 4:00 p.m. The planning sessions are open to everyone with a tourism interest, such as attractions, restaurants, businesses, hotels. The TDC Board Planning session is scheduled on October 12, 2016 from 9:00 a.m. to 4:00 p.m. at the Navarre Visitor Information Center. DMO PROZ is the tourism planning facilitators that the TDC Board of Directors voted on and approved to conduct a strategic planning session.

Committee Requests- None

Other Business

Bed Tax Dollars- Liz Horton

Liz Horton asked why bed tax collections have gone down and if anyone knew why. Jack Sanborn suggested school starting back early and the economy may have had something to do with low collections for this past August/September and maybe we should consider looking at two months at a time. Vernon Compton stated that there have been some concerns of the loss of BP marketing dollars. Some impact could be related to that loss.

AD Agency Update- Vernon Compton

Vernon Compton talked about the process and how the Paradise Ad Agency was selected from the top three candidates. Other Committee members expressed interest in the process of decision making concerning TDC Committees, Staff, TDC Board, and BOCC.

Beaches to Woodlands- Nicole Dees

The Beaches to Woodlands Tour is going great. Guides are still available here at the Navarre Visitor Information Center if you need more. The Gulf Breeze, Pace, and Milton Chambers are also pick up locations as well as some accommodations and attractions who has agreed to give them out. Many events are reporting very high numbers.

FAM Tour Update- Nicole Dees

There are five writers coming to take part in the tour. Their rooms are secured and we're working on finalizing the schedule of events for the tour. The tour is scheduled for October 6 through October 9, 2016.

Regional Trails Workshop/Information Only- Vernon Compton

Vernon Compton gave an update on the Regional Trails Workshop. The workshop was hosted in Pensacola and had a really great turnout from the region. Conecuh National Forrest and South Alabama was discussed including areas all the way up to Andalusia Alabama and the western counties of Florida; Walton, Okaloosa, Santa Rosa, and Perdido Key. The discussion was about a lot more than just hiking trails or pedestrian multiple-use paths. Sidewalks, bike shoulders, and bike lanes were also included. It was really about how we would get everything connected so people can move more freely by bicycles and walking. There were break-out sessions, prioritization within that regional area and excellent involvement from Santa Rosa County staff, Santa Rosa County Planning Department, and Transportation Planners. Some of the projects which came up to the top of the list were the Blackwater Heritage State Trail and connecting it up to Blackwater River State Forrest, connecting Milton and Bagdad, and the coastal connector which included all of the South Santa Rosa Bicycle Pedestrian Planning that has occurred over the past year. Ed McMahon (Urban Planner) and Dan Burden (Walkability Expert) had an interesting presentation on how communities work together to develop a better plan. For the Beach area, one of the things highlighted was the idea of using small in scale roundabouts. Some of the examples were called mini roundabouts which require a smaller imprint, but still allows constant movement.

Schedule for Upcoming Fiscal Year Meetings- Vernon Compton

The next Committee Meeting is scheduled Monday November 28th after Thanksgiving here at the Navarre Visitor Center and the TDC Board Meeting will be December 1, 2016 at the Tiger Point Community Center. After that, the meetings will move to the North End for six months. The Committee meetings will be like the Board meetings with half the year in Navarre and half the year in Milton. As for the Focus Groups, once the Leads are identified, it will be their responsibility to call those meetings.

Vernon Compton entertained a motion to adjourn, Liz Horton motioned and Jack Sanborn seconded. Meeting adjourned.