

TDC Board of Directors
February 4, 2016
Milton, Florida

Board Members Present:

Kyle Holley
Alan Lowery
Jack Sanborn
Laurie Gallup
Norm Crowder
Liz Horton

Attendees:

Meridith South
Julie Morgan
Al Wilson
Nicole Dees
Debbie Peaden
Amanda Pierce
Bob Miller
Shannon Ogletree
Rob Johnson

First item on the agenda was the approval of the minutes for the January 7, 2016 meeting.

Holley said he is not sure if Williamson's statement on page 2 should read "proponents" or "opponents".

Gallup moved approval of the January 7, 2016 minutes, as written.

BP Supplemental Promotional Fund Grant Agreement

Morgan said she has included the agreement and proposal for this promotional campaign for a TV media spend.

South said the TV campaign will be two spots that are mostly beach focused. She said these are on the website for the council to view.

Sanborn asked if this is "playground" focused. South said the main goal of this ad is to boost the spring and summer season. She said the ads address other aspects of the county, but the focus is the beach. Sanborn said these ads should be equally focused. South said she does not think Sanborn will be disappointed in the ads.

RFQ Update – Julie Morgan

Morgan said she has developed a Request for Qualifications that will go before the Board of Commissioners on February 8, 2016. Ogletree said this will be a 30-65 day process.

RUF Strategic Solutions – DSBP, Meridith South

South said if the data is collected from the bed tax collectors, RUF Strategic Solutions can plot the data to determine where most of the visitors travel from and more

information about them. She said the cost for this project is \$7,500.00. South said if the council wants to include seasonal, the cost is an extra \$2,500.00. She said RUF Strategic Solutions will come make a presentation to the council for an extra \$500.00.

Gallup asked if this is contingent upon the bed tax collectors sharing their data. South said yes.

Holley asked where these funds will come from. Morgan said the funding is within the budget, but will have to be moved from one line item to another. She said it will not come from reserves.

Holley moved approval to fund \$10,000.00 for this report to include the optional stays by season. Lowery seconded, and the motion passed unanimously.

DSBP Update- Meridith South

South said the Lunch and Learn invitations went out for the digital presentation on February 22.

South said at the last meeting, there was discussion of having mesh shell bags, with a card explaining shells and beach re-nourishment. She said since then she has learned the mesh bags are very expensive. South said she recommends doing a coloring book instead. She said the Marine Science Station has a coloring book they will allow the TDC to reprint. South said once she receives the file for the coloring book, she will get a price quote.

Gallup said beach re-nourishment, in the middle of the year, is a horrible idea. She said guest will be very angry and doing beach restoration during the middle of the season is damaging the brand.

South said she is working on the Visit Florida grants. She said she is working on a video content grant. South said she thinks videos on restaurants and the zoo will be good. She is looking into doing a grant for the snow bird season.

Gallup asked if there is video footage of the golf courses. South said yes. She said the council should go to the Florida's Playground blog to view the content.

Lodging Tax Update- Julie Morgan

Morgan said the bed tax collections came in at \$91,285.00 which is a 23.74% increase over December of 2014.

North End requests – None

South End requests

- 1- Print 10,000 Coloring Books & 5,000 Beach nourishment FAQ Cards
- 2- Reserve Black Skimmer Pavilion July 3rd & 4th 2016 for Fireworks

Sanborn asked if there are figures available. Morgan said no. She said South is waiting to receive the file. Morgan said South estimates \$3,000.00-\$6,000.00 for the coloring book and FAQ cards.

Sanborn asked if people are being encouraged to go to different areas of the beach or county during beach re-nourishment. South said no. She said she does not know where the machinery will be at what time. Gallup said she will be encouraging people to go to other areas of the county. She said people have to be warned. Holley asked if any dollar amount has been discussed by the south end committee. Gallup said no.

Holley moved to recommend that the Board of Commissioners empower staff to spend \$6,000.00 for the coloring book and FAQ cards. Horton seconded, and the motion passed unanimously.

Gallup said the southend committee wants it to be clear that they want to fund fireworks every July 4th. She said the Black Skimmer Pavilion needs to be reserved on July 3rd and 4th of every year. Holley asked who makes the reservation. Gallup said the TDC.

Director's Report – Julie Morgan

Morgan discussed various events and shows that TDC staff has attended. She discussed the sea turtle being painted for display at the I10 welcome center. Morgan said the turtle will be ready for display by April 1st.

Morgan said there will be a “guest information services booth” at the Tough Mudder event. She said TDC staff and volunteers will be working at this booth. Morgan donated condominium rentals and vacations will be given away. Sanborn said this is a way to get as much information as possible from guests in order to market to them. Horton asked why Tough Mudder will not give guest information. Holley said it is Tough Mudder's policy. Holley said he feels the tent needs to be visually impacting.

There was discussion about having a mobile turtle to be used at venues around the county. Holley said he would like to see a turtle on rotation. Morgan said the cost of the turtle was \$2,000.00.

Holley moved that a recommendation be made to the Board of County Commissioners that a second turtle is acquired to create a unique marketing tool. Gallup seconded, and the motion passed unanimously.

Gallup asked if people will sign up to win a free vacation at the Tough Mudder event. Morgan said the northend committee asked that there be at least one vacation from the

southend and one vacation from the northend of the county. Gallup asked if there is any way to know demographics of who comes to the event. Morgan said Tough Mudder has to provide an economic impact study. Gallup said last year that report was not correct. Holley said Tough Mudder provided a list of every registrant and their zip code.

Ogletree said he has put Tough Mudder in touch with the Haas Center at UWF and they are working on a contract for the economic impact study.

Gallup said the timing of Tough Mudder will not allow for an impact on the occupancy rates.

Sanborn asked Morgan if she will let this board know what actions the Board of Commissioners takes on the TDC Board's recommendations. Morgan said yes.

Gallup asked Morgan if she gets leads from the travel shows. Morgan said yes. She said the leads are added to the data base and the e-blast list.

Other Business:

Northend & southend committees working on developing guidelines for committee structure:

Sanborn said the northend committee has decided to come up with a template of how the committee is structured. Gallup said if the committees are not in place, then the Board of Directors meeting will last all day. She said all TDC's have committees. Holley said the committees allow recreational voices from each user group to have input. Holley said the northend committee identified three people to look further into the committee structure.

Horton said there does not need to be a lot of time spent on this.

Sanborn said in the past the southend committee was primarily bed tax collectors. He said other attractions need to be involved.

Sanborn asked if there will be updates on the beach re-nourishment. Morgan said she will pass on any updates she receives. Gallup said the contract states the project will begin April 1st, but there is leeway. Horton said Board of Commissioners need to do due diligence about keeping the bed tax collectors updated.

Ogletree said he will ask the Assistant County Engineer to be here in March to give an update.

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