

TDC Board of Directors
May 05, 2016
Milton, Florida

Kyle Holley
Jack Sanborn
Alan Lowery
Rob Williamson
Norm Crowder
Liz Horton

Meridith South
Don Davis
Nicole Dees
Al Wilson
Rob Johnson
Sheila Fitzgerald
Amanda Pierce

R. Williamson moved approval of the April 7, 2016 minutes. Crowder seconded, and the motion passed unanimously.

1) DSBP Update - Meridith South

South said since DSBP has started with the county, the bed tax dollars have increased 145%. She made a power point presentation to the board. South discussed different aspects of re-targeting. She said she would like to try snap chat filters this summer to use as a social media campaign to further expand the brand of Florida's Playground.

Sanborn asked if the website is finished. South said the website is constantly changing. She said there will be a home page update within the next 6 months. Sanborn discussed details of the website.

2) RFQ Strategic Planning References

Morgan said last month she was asked to reach out to all the references listed for DMO Pro and Analytica. She said there is a spreadsheet in each board members packet with the information she compiled from references. Morgan said DMO Pro agrees to provide services for \$9,000.00 plus travel expenses incurred in the successful execution of the proposed process. She said DMO Pros requires a 20% down payment upon execution of the contract and bill for the remaining fee upon the successful completion of the project. Morgan said Analytica's price is \$15,500.00 plus \$1,900.00 of out of pocket estimate expenses.

R. Williamson asked the budgeted amount for this contract. Morgan said this contract was not budgeted in this fiscal year.

Wilson said these funds will be coming from the line item of "promotional activities". Morgan said funds will have to be moved from one line item to another.

Morgan said her recommendation is to select DMO Pro. She said because the busy season is beginning, she feels it may be better to begin this in the next fiscal year. R. Williamson said he agrees with having this budgeted in the next fiscal year and selecting DMO Pro. He said he feels the budget amount should be \$15,000.00. He said he feels this should be started in October.

Morgan said October is the Beaches to Woodlands month. She asked if this can be started in November. R. Williamson said he feels this process can be started in October.

Holley and Williamson discussed infrastructure needs that are tourism related. Holley said the Board is at the point of consensus that a capital expenditure plan be included in this document.

Horton asked if Holley wants the strategic plan to include infrastructure. Holley said yes.

Sanborn moved to accept DMO Pro and include a capital expenditure item, limited to \$15,000.00. Holley seconded, and the motion passed unanimously.

Williamson said he does not want this limited to a capital expenditure plan.

R. Williamson said if the board moves this forward, Morgan can make the recommendation for approval and the 20% down payment can be allocated in September with the understanding the process can begin in October.

3) Discussion and Recommendations - Commissioner Rob Williamson

- a. List of improvements for The Heart of Navarre Tourism Corridor
- b. Prioritize the Proposed Improvements of the area of Highway 98 from Andorra Street to Ortega Street and the Santa Rosa County portion of Santa Rosa Island

R. Williamson said there is a need for a plan to prioritize infrastructure improvements in the coastal areas. He said many suggestions have been made from various sources. R. Williamson said he has been working on contacting stakeholders around the Heart of Navarre tourism corridor. He discussed the median beautification effort. R. Williamson said there should be a robust public comment period. He said he has asked various sources to provide a list of project priorities. R. Williamson said each board member can provide a list of priorities to Morgan and she can compile a list on behalf of this board. He said the next step will be public meetings. R. Williamson said then a final list will be reviewed by this board and sent to the Board of Commissioners.

Sanborn asked where the funding will come from for this project. R. Williamson said the funding will be based on the projects selected. Sanborn asked if the north end committee can submit recommendations regarding Navarre Beach. R. Williamson said yes.

Holley asked if this should be called the HON tourism corridor. R. Williamson said he is not "hung up" on the naming of the plan.

Horton said she suggests the board go back to their respective committees to discuss this proposal. R. Williamson said he is requesting stake holders provide their list of improvements by May 12th.

4) RFP Ad Agency/Marketing Contract

Morgan said the Public Information Officer, and the Economic Development Director have both reviewed this document and made minor changes. She said she feels this document is ready for advertisement. Morgan said this will be legally advertised.

Holley moved approval. Sanborn seconded, and the motion passed without objection.

Sanborn asked if this process of selection can be done by the stakeholders.

R. Williamson said he would prefer this board conduct interviews and make a recommendation to the Board of Commissioners.

South said last time the TDC Board ranked the applicants to the top four and the Board of Commissioners interviewed the top four applicants. She said it may be beneficial to do one presentation and that everyone involved is in attendance.

5) Beach Nourishment Update

Horton said she feels things have gone smoothly with this project. Sanborn said there has been good publicity regarding this project. Morgan said the visitors are utilizing the Frequently Asked Question cards and shell guides. She said she has only received 1 complaint from a visitor. Morgan said the project is ahead of schedule. R. Williamson said links with updates are provided on the county website. Sanborn

asked if beach erosion is monitored. R. Williamson said yes.

6) Fireworks Coordination- Navarre Chamber Foundation

Horton said the Navarre Chamber will coordinate this event for \$1,000.00. R. Williamson asked the cost in the past. Morgan said last year the cost was between \$300.00-\$350.00 but this did not include the entire coordination of the event. R. Williamson asked why the coordination is being outsourced. Morgan said due to a lack of staff and knowledge. Horton said the Navarre Chamber Foundation can provide a detailed invoice of these expenses.

R. Williamson moved approval without objection.

7) Acceptance of Resignation Letter for TDC Board of Director Member Laurie Gallup

a. Information only- recommendation by director Julie Morgan to appoint April Sarver to fill TDC Board of Directors vacancy. Term is expiring October 2017.

Horton said this person will be filling in for the remainder of Gallup's term. Morgan said the council needs to accept Gallup's resignation. Holley said Gallup has been dedicated to this council and he appreciates her efforts. Sanborn said he would like to send Gallup a thank you letter from the council.

Holley moved approval of Gallup's resignation. Sanborn seconded, and the motion passed unanimously.

Morgan said her recommendation for this vacancy is April Sarver. She said Sarver is very engaged in tourism related activities. Morgan said she has discussed this with the county attorney and when Gallup's seat expires the normal process will be implemented to fill this vacant seat. Sanborn asked if the southend committee has made this recommendation. Horton said it has been discussed by the southend committee. Sanborn said Sarver works for the same company as Horton. Horton said Sarver does marketing for her company, but not her specifically. R. Williamson asked Morgan to evaluate the membership of this council according to statute. Morgan said she spoke with Andrews and he said there should be at least 3 and no more than 4 bed tax collectors on this board, and a representative from the largest municipality.

Holley moved approval of Sarver as the TDC's recommendation to the Board of Commissioners for appointment of the vacant seat for the interim period. R. Williamson seconded, and the motion passed unanimously.

8) Myrtle The Turtle- Update

Morgan said the building maintenance department has been helpful in getting this display in place. She said this was well received from Visit Florida and the I10 welcome center staff. Morgan said in the month of April there were 42,992 visitors at the I10 welcome center.

9) Lodging Tax Update- Morgan

Morgan said the numbers for March are \$176,356.73 which is a 20% increase from last year.

10) North End Requests – Fitzgerald (Grants and Special Projects Director)

a. Request for TDC Consideration to Re-allocate \$25,000. from Sidewalk Improvements in Bagdad to Bagdad Mill Site Park

Fitzgerald said this request is to re-allocate \$25,000.00, of the existing \$54,000.00, that is set aside for sidewalk improvements in Bagdad. She said from the original allocation one sidewalk has been

completed along Old Bagdad Highway. Fitzgerald said improvements have been made on the sidewalks on Forsythe Street and Main Street. She said there have been \$417,000.00.00 in TDC funds contributed to this park. Fitzgerald said there are additional expenditures that have come up in the past few of weeks. She said she is asking that \$25,000 be re-allocated by a budget amendment.

Sanborn asked why bathrooms were not put in place first. Fitzgerald said this project has been ongoing for 20 years. She said this project has been submitted for grants year after year. Fitzgerald said she developed a plan for construction. She said a bathroom never entered the scenario because it will cost \$100,000.00. Fitzgerald said she wants to get the park open to the public. She said there was a grant submitted for a bathroom and there is a good possibility it will be received.

Sanborn said retention seems to be a problem around the kayak launch area. Fitzgerald said this is a site stabilization issue. She said she has discussed this will Public Works.

Holley moved approval of this request. Sanborn seconded, and the motion passed without objection.

Holley asked if the TDC can use existing allocations to get the bathrooms built. R. Williamson said the TDC has allocated over \$400,000.00 for this project.

11) South End Requests- None

12) Director's Report- Morgan

a. Tough Mudder Update

Morgan said she does not have numbers from Tough Mudder at this time. She said this was a team effort and it was a great event. Sanborn asked for the numbers collected by TDC staff. Morgan said 50% of the event attendees stayed in the county overnight. R. Williamson asked Sanborn what percentage of return on investment would he need to see for any event to constitute a "win". Sanborn said he felt Tough Mudder's numbers were not accurate. He said there should be more diligence before 1/10th of the advertising budget is put toward one specific event.

Holley said he looks for 50% return on investment. He said this can be further discussed in a planning session.

Morgan said the pre-event Tough Mudder party was a success.

b. National Travel & Tourism Week

Morgan said this is national travel & tourism week. She said there are banners and refreshments at the Visitors Information Center.

c. Social Media

Morgan said DBPS is working well with the PIO office regarding social media.

d. Visit Florida

Morgan said the state welcomed 105 million out of state visitors in 2015. She said any given day the state of Florida there are 1.8 million visitors. She said tourism generates 23% of the state's sales tax revenue.

Sanborn asked for an update for grant request. Morgan said there is a reminder sent out every 15 days. Dees said she has received one request so far. Morgan said she will receive more grant requests closer to due date.

13) Other Business

Crowder said Mike Sandler presented an update on the Marine Park Boardwalk at the southend committee meeting. He said the Board of Commissioners will vote on the proposed price of \$109,000.00 for this project. Crowder said he understands this project is \$25,000.00 short. He said the southend committee is wondering if the TDC or the county will allocate any additional funds toward this project. R. Williamson said this project can be included on the improvement project list to be prioritized. Holley said there may be state funds available for this project. He said he would like for Sandler to give the council an update on this project.