

# Tourist Development Council

1540 Miracle Strip Parkway  
 Fort Walton Beach, FL 32548

## Regular Meeting ~ Minutes ~

[www.EmeraldCoastFL.com](http://www.EmeraldCoastFL.com)

Thursday, February 23, 2017

2:00 PM

Emerald Coast Convention Center

### Council Members & Staff

Attendee Name	Title	Status	Arrived	Departed
Dale E. Peterson	Chairman – Owner, Dale E. Peterson Vacations	Present	-	-
Thomas Rice	Vice-Chairman – Owner, Magnolia Grill Restaurant	Present	-	-
Honorable Trey Goodwin	Okaloosa County Board of Commissioners - Liaison	Present	-	-
Honorable Jim Foreman	City of Destin Representative	Present	-	-
Honorable Mike Anderson	City of Fort Walton Beach Representative	Absent		
Bruce Craul	Chief Operating Officer, HarborWalk Hospitality	Present	-	-
Thom Gossom	Owner, Best Gurl, Inc. - Mktg & Communications Firm	Absent	-	-
Joe Guidry	Manager, Ramada Plaza Beach & RV Resorts	Present		
Melissa Matern	Marketing Manager, ResortQuest	Present	-	-
Darrel Jones	Interim Director, Tourist Development Dept. Okaloosa Co.	Present	-	-
Lynn Hoshihara	Nabors, Giblin & Nickerson PA	Present	-	-

### Pledge of Allegiance and Welcome *(Chairman)*

Chairman Dale Peterson called the meeting to order at 2:00 pm

### Council Member Minute

Melissa Matern encouraged tourism professionals to get out, talk to lawmakers about Visit Florida, and make sure our voices are heard. Tom Rice reported that the 2<sup>nd</sup> meeting in the new location at the Ft. Walton Beach Recreation Center for the Snowbirds had 450-500 attendees. Bruce Craul reported he spent time in Tallahassee twice in last three weeks in meetings with FRLA. The FRLA website and Facebook page is the best location to gain full information on those meetings. Visit Florida and the Economic Development funding may get separated and there will be further discussion about that process. Dale Peterson thanked Mr. Craul for his involvement.

### Attorney Update

No update.

### Director Update

Darrel Jones updated the Council on recent BCC agenda items. He reported that the committee steered by Matrix is moving forward with recommendations for the convention center and will be ready to present their findings to the TDC in the next few months. He also updated the Council on the Board discussion regarding beach permits for emergency purposes and announced a new Flood Zone Map that is located on the County's GIS website.

### Public Comments Related to Current Agenda *(3 minutes each)*

None

### Visitor

None

**I. Items for TDC Approval/Recommendation**

a. TDD Restructuring (Ken Wampler)

Ted Corcoran, President/CEO, FWB Chamber of Commerce presented a historical summary of events and indicated there is trouble gauging who is in charge of tourism marketing in Okaloosa County; who's planning for the future? Ken Wampler, Newman-Dailey, spoke about the need to take a different approach to marketing a higher level consumer to thin out the summer season and grow the shoulder season. Bill Geist, DMOProz, participated via speakerphone and answered questions. Council discussion ensued regarding messaging, roles of ad agency vs. non-profit entity, and modification of existing County policies. Discussion continued regarding how Mr. Jones tried to establish a 501(c)6 about twenty years ago and how well everything operated until about five years ago. Concerns were raised about adding another layer to the process and further removing elected officials from administration of a tax.

**Motion 1 of 2: To endorse the recommendation of the 501(c)6 DMO model to include all 5 cents as recommended in the DMOProz report; and have the TDC Chairman work with representatives from the industry, county departments and Clerk of Circuit Court to be brought back to the TDC for approval and further recommendations to the BCC.**

<b>RESULT:</b> MOTION FAILED [4 to 3] <b>MOVER:</b> Craul <b>SECONDER:</b> Rice <b>AYES:</b> Peterson, Craul, Matern Goodwin, Foreman, Guidry, Rice
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**Motion 2 of 2: To authorize and request that the Chairman conduct some additional fact finding and due diligence on the viability of the proposed plan, allowing the Chairman to work with those he deems to work with, and bring back a recommendation or analysis for this Council to consider.**

<b>RESULT:</b> MOTION APPROVED [UNANIMOUS] <b>MOVER:</b> Goodwin <b>SECONDER:</b> Guidry <b>AYES:</b> Peterson, Rice, Goodwin, Foreman, Craul, Guidry, Matern
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b. January 26, 2017 TDC Meeting Minutes (*Dale Peterson*)

Chairman asked if there was any discussion, but there was none.

**Motion: To approve the January 26, 2017 TDC Meeting Minutes.**

<b>RESULT:</b> MOTION APPROVED [UNANIMOUS] <b>MOVER:</b> Rice <b>SECONDER:</b> Foreman <b>AYES:</b> Peterson, Rice, Goodwin, Foreman, Craul, Guidry, Matern
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c. Financial Update (*Charlotte Dunworth*)

Ms. Dunworth presented the report.

**Motion: To approve the Financial Update.**

<b>RESULT:</b> MOTION APPROVED [UNANIMOUS] <b>MOVER:</b> Rice <b>SECONDER:</b> Matern <b>AYES:</b> Peterson, Rice, Goodwin, Foreman, Craul, Guidry, Matern
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- d. Mobile Device Charging Station RFP Review Committee Member (*Bill Leaman*)  
Ms. Matern offered to serve as the TDC representative.

- e. VisaVue Service Agreement (*Maureen Morgenthien*)  
Presented and requested for approval.

**Motion: To request approval of the 2017 VisaVue Service Agreement**

<b>RESULT: MOTION APPROVED [UNANIMOUS]</b> <b>MOVER: Craul</b> <b>SECONDER: Guidry</b> <b>AYES: Peterson, Rice, Goodwin, Foreman, Craul, Guidry, Matern</b>
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- f. Allegiant Air Contract Amendment (*Maureen Morgenthien*)  
Presented and requested for approval.

**Motion: To request approval for Amendment 1 to Allegiant Air contract C16-2404-TDD.**

<b>RESULT: MOTION APPROVED [UNANIMOUS]</b> <b>MOVER: Rice</b> <b>SECONDER: Matern</b> <b>AYES: Peterson, Rice, Goodwin, Foreman, Craul, Guidry, Matern</b>
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- g. Allegiant Air Media Plan (*Maureen Morgenthien*)

Presented and requested for approval. Mr. Craul commented the lion's share of the contract is being spent in 2017 with the new destinations. Ms. Morgenthien added that several new destinations have already been extended into October.

**Motion: To Approve the 2017 Media Plan for Allegiant Air.**

<b>RESULT: MOTION APPROVED [UNANIMOUS]</b> <b>MOVER: Guidry</b> <b>SECONDER: Foreman</b> <b>AYES: Peterson, Rice, Goodwin, Foreman, Craul, Guidry, Matern</b>
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II. **Items for Information Purposes Only – (Speaker)**

- h. Marketing Update (*Maureen Morgenthien*)

Marketing update includes mention of budget increase for LinkedIn lead source and two travel requests.

**Motion 1 of 2: To Approve \$9,000 plus travel for 2 attendees to the Cvent Connect 2017 Tradeshow June 12-14, 2017 in Las Vegas, NV.**

<b>RESULT: MOTION APPROVED [UNANIMOUS]</b> <b>MOVER: Guidry</b> <b>SECONDER: Rice</b> <b>AYES: Peterson, Rice, Goodwin, Foreman, Craul, Guidry, Matern</b>
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**Motion 2 of 2: To Approve \$9,300 plus travel for 2 attendees to the IPW Tradeshow June 3-7, 2017 in Washington, DC.**

<b>RESULT: MOTION APPROVED [UNANIMOUS]</b> <b>MOVER: Guidry</b> <b>SECONDER: Foreman</b> <b>AYES: Peterson, Rice, Goodwin, Foreman, Craul, Guidry, Matern</b>
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- i. Sales Update (*Sherry Rushing & Tisha Maraj*)  
Joe Guidry asked about the hiring process, requesting help from the TDC and Commissioner Goodwin. Mr. Goodwin stated there are unfortunately too many administrative issues holding up the hiring process. Darrel Jones stated an offer is on the table to replace the Travel Industry Sales Coordinator.

**III. Items for Information Purposes Only – (No Speaker)**

- j. Okaloosa Tax Collector Oct-Nov 2016 Report
- k. Expenditure Transaction Report
- l. Reconciliation of Promotional Reserves  
Charlotte Dunworth stated the chart is correct, but the narrative was not updated; \$7,200 was used during the month for Local Palate.
- m. Film Commission Reports
- n. Visitor Center Top 10 States

**IV. Public Comment (3 minutes each)**

None

**V. Next TDC Meeting (Chairman)**

March 23, 2017 2:00 p.m. Emerald Coast Convention Center

**VI. Adjourn (Chairman)**

No further business. Chairman Dale Peterson adjourned the meeting at 4:03 pm

**APPROVED:**

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**By:** \_\_\_\_\_

**By:** \_\_\_\_\_

**Name:** Dale E. Peterson

**Name:** Darrel Jones

**Title:** Chairman

**Title:** Interim Director, TDD

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_