

Thursday, October 26, 2017

2:00 PM

Emerald Coast Convention Center

**Council Members & Staff**

Attendee Name	Title	Status	Arrived	Departed
Honorable Trey Goodwin	Okaloosa County Board of Commissioners - Liaison	Present	2:06	
Honorable Jim Foreman	City of Destin Representative	Present		
Honorable Mike Holmes	City of Fort Walton Beach Representative	Present		
Bruce Craul	Chief Operating Officer, HarborWalk Hospitality	Present		
Thom Gossom	Owner, Best Gurl, Inc. - Mktg & Communications Firm	Present		
Joe Guidry	General Manager, Destin West Vacations & RV	Present		
Melissa Matern	Marketing Manager, ResortQuest	Present		
Nick Sarra	Chief Operating Officer, Saltwater Restaurants	Absent		
Heather Ruiz	Director of Marketing, Destin Commons	Present		
Jennifer Adams	Director, Tourist Development Dept. Okaloosa Co.	Present		
Lynn Hoshihara	Nabors, Giblin & Nickerson PA	Present		

**Pledge of Allegiance and Welcome**

Jennifer Adams – Opens the meeting with pledge, welcome to Heather Ruiz and Nick Sarra (via phone).

**Council Member Minute**

Mr. Craul noted recent storms' effect on business; experiencing softer fourth quarter. Mr. Gossom introduces Emily Harrington, new to community and performing social media/marketing. Mr. Holmes is happy about number of attendees in the audience. Ms. Ruiz noted her pleasure at serving. Mr. Foreman mentioned cancellation of Seafood Festival. Ms. Matern commented on trying to finish 2017 strong. Mr. Goodwin arrives.

**Attorney Update**

Kerry Parsons reminded the Council to feel free to contact her office for any public records or conflict of interest items.

**Director Update**

Ms. Adams updated the Council on website procurement, Board approval for Project True Blue, and ECCC General Manager recruitment. She noted that details will be provided at next meeting regarding the upcoming photo shoot and that IT approves using emeraldcoastfl.com email extension.

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

None

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

- a. FY 2017-18 Chairman & Vice Chairman (*Jennifer Adams*)

Ms. Adams opens to nominations for Chair.

**Motion: To nominate Bruce Craul as Chairman.**

<b>RESULT:</b>	<b>MOTION APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	<b>Guidry</b>
<b>SECONDER:</b>	<b>Gossom</b>
<b>AYES:</b>	<b>Guidry, Gossom, Craul, Holmes, Goodwin, Ruiz, Sarra, Foreman, Matern</b>
<b>NAYES</b>	

Ms. Adams opens to nominations for Vice Chair.

**Motion: To nominate Melissa Matern as Vice Chairman.**

<b>RESULT:</b>	<b>MOTION APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	<b>Foreman</b>
<b>SECONDER:</b>	<b>Guidry</b>
<b>AYES:</b>	<b>Guidry, Gossom, Craul, Holmes, Goodwin, Ruiz, Sarra, Foreman, Matern</b>
<b>NAYES</b>	

b. FY 2017-18 Meeting Schedule (*Jennifer Adams*)

Ms. Adams recommended changing the monthly meeting to the 3<sup>rd</sup> Thursday of each month in order to allow time for information to be brought in a timely manner from the Council to the Board. Mr. Foreman suggested the 3<sup>rd</sup> Wednesday to avoid conflict with the TPO schedule.

**Motion: To change the TDC monthly meetings from the 4<sup>th</sup> Thursday of each month to the 3<sup>rd</sup> Wednesday of each month.**

<b>RESULT:</b>	<b>MOTION APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	<b>Foreman</b>
<b>SECONDER:</b>	<b>Goodwin</b>
<b>AYES:</b>	<b>Guidry, Gossom, Craul, Holmes, Goodwin, Ruiz, Sarra, Foreman, Matern</b>
<b>NAYES</b>	

c. September 28, 2017 TDC Meeting Minutes (*Chairman*)

**Motion: To approve as presented.**

<b>RESULT:</b>	<b>MOTION APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	<b>Guidry</b>
<b>SECONDER:</b>	<b>Gossom</b>
<b>AYES:</b>	<b>Guidry, Gossom, Craul, Holmes, Goodwin, Ruiz, Sarra, Foreman, Matern</b>
<b>NAYES</b>	

d. Financial Update (*Charlotte Dunworth*)

Ms. Adams mentions DOR reporting is forthcoming.

**Motion: To approve as presented.**

<b>RESULT:</b>	<b>MOTION APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	<b>Holmes</b>
<b>SECONDER:</b>	<b>Guidry</b>
<b>AYES:</b>	<b>Guidry, Gossom, Craul, Holmes, Goodwin, Ruiz, Sarra, Foreman, Matern</b>
<b>NAYES</b>	

e. Approval of F.S. 125.0104 Expenditures (*Charlotte Dunworth*)

**Motion: To approve as presented**

<b>RESULT:</b>	<b>MOTION APPROVED [UNANIMOUS]</b>
<b>MOVER:</b>	<b>Matern</b>
<b>SECONDER:</b>	<b>Foreman</b>
<b>AYES:</b>	<b>Guidry, Gossom, Craul, Holmes, Goodwin, Ruiz, Sarra, Foreman, Matern</b>
<b>NAYES</b>	

## II. Items for Information Purposes Only – (Speaker)

### f. Marketing & Sales Update (*Maureen Morgenthien*)

Ms. Morgenthien gave a brief update on the Viper 640 boat racing event taking place in the destination this week and the associated Daily News article. Mr. Guidry noted the decline in occupancy looks like continuing trend and asked if there was anything that can be done on a short-term basis. Maureen noted future projections are up 4.1%. Mr. Craul noted that enticing snowbirds who would normally go south is a one viable strategy. Maureen mentioned CVB marketing staff is actively recruiting a winter market. Mr. Craul inquired about the plan for the website. Ms. Adams stated the marketing staff is shooting for April as the launch date. Guest Speaker Dr. Walter Klages-President, Research Data-spoke on the methodology and approach to developing a visitor profile. Ms. Ruiz requested a copy of the various types of questions. Staff will provide the questions to the Council.

### g. Convention Center Update (*Tisha Maraj*)

Ms. Maraj presented.

### h. Ecosystems Services Update (*Jim Trifilio*)

Mr. Trifilio introduced new employee Alex Fogg and spoke about the need for decision making tools that will put economic and environmental values to projects and identify potential threats to tourism economy. Mr. Foreman inquired whether the study defines clean water. Jim stated the aim of the study is to define what is not clean water versus what is clean water, determine where the problems are and work towards solution. Mr. Craul inquired about the status of the artificial reefs. Jim stated construction could begin later next year, but may move forward earlier depending on the timing of funding.

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

### i. Destimetrics Reports

Ms. Adams asked if there were any questions regarding informational purposes only items. Mr. Craul spoke about a DestiMetrics call he participated in yesterday regarding accumulating more statistics as related to the visitor mapping.

### j. Check Listing

### k. Reconciliation of Promotional Reserves

### l. Film Commission Update

Ms. Morgan mentioned HGTV was in the destination for two weeks filming a new show called ‘How Close Can I Beach?’ and did a rare thing by doing two additional shoots.

### m. Visitor Center Top 10 States

## IV. Public Comment (3 minutes each)

Steve Hill, Holiday Isle Beach Service, spoke about erosion effects on the beach and inquired about funding assistance from Council. Mr. Craul inquired about procedures for such projects. Mr. Foreman noted the issue is being addressed. Richard Streed, Holiday Isle, noted the beach is very much deteriorated and the need for a renourishment plan. Mr. Foreman explained the process for beach restoration. Mr. Craul confirmed the importance of beaches. Guy Tadlock suggested Jim Trifilio speak about state of beaches at each meeting. Tom Littleton, Inlet Reef, inquired whether dredging is done as needed or scheduled at intervals. Mr. Craul stated dredging is no longer automatic, but we have to do it ourselves and then get reimbursed. Current dredging scheduled a long time ago. Mr. Foreman said it must be very careful and scientific about where sand comes from. Michael Sawyer asked what we can do to relieve our stress. Mr. Foreman stated we should be able to get some feedback to you relatively soon. Edie Gould-Rental Manager, Jetty East -stated three boardwalks taken out and pavilion no longer exists.

V. **Next TDC Meeting** (*Chairman*)  
November 15, 2017 2:00 p.m. Emerald Coast Convention Center

VI. **Adjourn** (*Chairman*)

Meeting adjourned 3:24
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**APPROVED:**

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

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

**Name:** Bruce Craul

**Name:** Jennifer Adams

**Title:** Chairman-elect

**Title:** Director, TDD

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

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