

Thursday, January 17, 2019

9:00 AM

Emerald Coast Convention Center

Council Members & Staff

Attendee Name	Title	Status	Arrived	Departed
Honorable Kelly Windes	Okaloosa County Board of Commissioners - Liaison	Present	-	-
Honorable Parker Destin	City of Destin Representative	Absent	-	-
Honorable Mike Holmes	City of Fort Walton Beach Representative	Present	-	-
Bruce Craul	Chairman, Chief Operating Officer, HarborWalk Hospitality	Present	-	-
Melissa Watson	Vice Chairman, Marketing Manager, ResortQuest	Present	-	-
Heather Ruiz	Director of Marketing, Destin Commons	Present	-	-
Nick Sarra	Chief Operating Officer, Saltwater Restaurants	Present	-	-
Ken Wampler	President, Newman-Dailey Resort Properties, Inc.	Present	-	-
Martin Owen	Owner, Owen Organization	Present	-	-
Jennifer Adams	Director, Tourist Development Dept. Okaloosa Co.	Present	-	-
Kerry Parsons	Nabors, Giblin & Nickerson PA	Present	-	-

Pledge of Allegiance and Welcome (*Chairman*)

Attorney Update

None

Director Update

Hurricane Michael - Operation Santa Boat
Ms. Adams shared video footage of the Operation Santa Boat efforts and results, and noted Hurricane Michael phase 2 is being planned which will include a transition into Mason’s Story and school supplies in the summer. Ms. Adams also noted a Maritime Monday media effort.

Website Update
Ms. Adams presented the new Emerald Coast website with new copy, photos and partner information. The website went live on December 19, 2018.

Media Update
Ms. Adams stated ABC was in destination filming video to be aired in Raleigh and Houston and presented preview of the video to be aired. United and American: 2 new non-stop flights to Chicago. Ms. Adams also noted Garden & Gun will be hosting Tacos & Tequila’s at the HarborWalk Village and staff will be meeting with editors at the Meredith Editors Roundtable in New York.

Public Relations Update
Ms. Adams provided a BooneOakley and PR update and noted the media progress the agency is accomplishing. Ms. Adams noted the TDD staff will be hosting Quarterly Partner Meetings to keep partners informed about TDD endeavors. The PR team will be in destination and will provide a PR 101 for the partners.

Visitor Guide Update
Ms. Adams announced proofs for the new visitor guide are expected today and the guide should go to press by the end of January.

Convention Center Update – Melissa Read
Ms. Read provided an update regarding last week’s FL Huddle appointment show held in Daytona Beach and noted the Visit FL staff would like to do a pre-FAM tour of the destination for 8-10 UK reps prior to the 2020 FL Huddle to be held in Jacksonville. Ms. Read also provided an ECCC renovations update. Ms. Adams noted staff will be focusing on additional upgrades and will be presenting the Council with some high-dollar initiatives as part of the next budget to improve the facility and its growth.

Upcoming Meetings

Ms. Adams announced the following upcoming meetings:

Rental Managers Meeting – Discussion took place regarding the need for more data to facilitate better decisions.
 Partner Meeting
 PR Immersion

Research Update – Sarah Peter

Ms. Peter presented the new TDD research plan designed to better measure economic impact and expand destination discovery. Ms. Adams noted the aggressiveness of the dashboard timeline but also the need to be thorough. Discussion took place regarding types of data relevant to partners and economic impact metrics.

Lodging Update – Charlotte Dunworth

Ms. Dunworth provided the monthly lodging update. Discussion followed regarding the lack of partner participation, knowledge deficiencies, and barriers. Ms. Dunworth announced a Rental Managers Meeting at the ECCC on January 29, 2019 at 8 am to discuss data sharing to improve current research systems and metrics.

Public Comments Related to Current Agenda (3 minutes each)

Mel Nattison, Okaloosa Island resident, requested better definition of how TDC members represent Destin, FWB, and Okaloosa Island.

I. Items for TDC Approval/Recommendation

- a. December 11, 2018 TDC Meeting Minutes (*Chairman*)

Motion: To approve the December 11, 2018 TDC Meeting Minutes as presented.

RESULT:	MOTION APPROVED [UNANIMOUS]
MOVER:	Watson
SECONDER:	Holmes
AYES:	Watson, Holmes, Owen, Wampler, Ruiz, Windes, Sarra, Craul
NAYES	None

- b. December 20, 2018 TDC Special Meeting Minutes (*Chairman*)

Motion: To approve the December 20, 2018 TDC Meeting Minutes as presented.

RESULT:	MOTION APPROVED [UNANIMOUS]
MOVER:	Wampler
SECONDER:	Owen
AYES:	Wampler, Owen, Ruiz, Holmes, Windes, Watson, Sarra, Craul
NAYES	None

- c. Financial Update (*Charlotte Dunworth*)

Motion: To approve the Financial Update as presented.

RESULT:	MOTION APPROVED [UNANIMOUS]
MOVER:	Owen
SECONDER:	Wampler
AYES:	Wampler, Owen, Ruiz, Holmes, Windes, Watson, Sarra, Craul
NAYES	None

- d. Public Safety Reimbursement (*Charlotte Dunworth*)

Motion: To approve the Public Safety Reimbursement as presented.

RESULT:	MOTION APPROVED [UNANIMOUS]
MOVER:	Wampler
SECONDER:	Ruiz
AYES:	Wampler, Owen, Ruiz, Holmes, Windes, Watson, Sarra, Craul
NAYES	None

II. Items for Information Purposes Only – (No Speaker)

- e. FY 2019 Media Plan Update
- f. Lodging Report
- g. Film Commission Update

Ms. Morgan mentioned she will be attending Sundance for the first time.

- h. Check Listing
- i. Reconciliation of Promotional Reserves

III. Council Member Minute

Mr. Owen noted compliments from the community on the CVB's current efforts.

Ms. Adams asked for feedback from the Council regarding their 25 year-old and under rental policies. Discussion took place regarding such policies as well as occupancy.

Ms. Ruiz announced the re-opening of the Mid-Bay Bridge as well as Ms. Adams' recognition by the Ft. Walton Beach Chamber of Commerce during the annual awards and installation banquet with the Teddy Award for the work that she's done so far in the destination.

Mr. Holmes announced the scheduled opening of the Gulfview Welcome Center in February and mentioned the litter issue on Hwy 98 between Beasley Park and Destin. Discussion followed about who is responsible for the maintenance of the highway and other ways the issue may be addressed.

Mr. Windes recognized the CVB and the TDC's efforts as a whole.

Ms. Watson stated she is looking forward to enhancing the statistical information so that it is understandable to everyone.

Mr. Craul expressed his thanks to those involved in the December 20, 2018 Special TDC Meeting as a settlement was reached regarding the dredging issue, and applauded new signage about Mid-Bay Bridge fast lanes.

Mr. Sarra noted January looks good compared to the prior year as the weather has been warmer this year.

Mr. Craul extended kudos to the Mid-Bay Bridge authority for its various Sunpass equivalent acceptance notifications on signs located along the bridge entrance.

IV. Public Comment (3 minutes each)

None

V. Next TDC Meeting (Chairman)

February 26, 2019 9:00 a.m. Emerald Coast Convention Center

VI. Adjourn (Chairman)

10:44 a.m.

APPROVED:

APPROVED:

By: _____

By: _____

Name: Bruce Craul

Name: Jennifer Adams

Title: Chairman

Title: Director, TDD

Date: _____

Date: _____