
Thursday, March 23, 2017

2:00 PM

Emerald Coast Convention Center

Council Members & Staff

Dale E. Peterson	Chairman
Thomas Rice	Vice-Chairman
Honorable Trey Goodwin	Commissioner District 4
Honorable Jim Foreman	City of Destin Representative
Honorable Mike Anderson	City of FWB Representative
Bruce Craul	Chief Operating Officer, HarborWalk Hospitality
Thom Gossom	Owner, Best Gurl, Inc. - Mktg & Comm. Firm
Joe Guidry	Manager, Ramada Plaza Beach & RV Resorts
Melissa Matern	Marketing Manager, ResortQuest
Darrel Jones	Interim Director
Lynn Hoshihara	TDD Attorney
Greg Stewart	County Attorney

Pledge of Allegiance and Welcome (*Dale Peterson - Chairman*)

Council Member Minute

Attorney Update

Director Update

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

Visitor

Beach Wheelchair Program Update (*Alvin Henderson*)

I. Items for TDC Approval/Recommendation

- a. **Tourist Development Council - Regular Meeting - Feb 23, 2017 2:00 PM**
- b. **Marketing Organization Discussion** (*Ken Wampler*)
- c. **Financial Update** (*Charlotte Dunworth*)
- d. **Approval of F.S. 125.0104 Expenditures** (*Charlotte Dunworth*)
- e. **DestiMetrics contract approval** (*Maureen Morgenthien*)
- f. **Strategic Marketing Plan for Apr - Sep** (*Maureen Morgenthien*)

g. Restore America's Parks Campaign (*Jim Trifilio*)

h. Additional Funds for Artificial Reefs (*Erika Zambello*)

II. Items for Information Purposes Only - (Speaker)

i. Marketing Update (*Maureen Morgenthien*)

j. Sales Update (*Sherry Rushing & Tisha Maraj*)

k. Coastal Management Update (*Erika Zambello*)

l. Film Commission Update (*Gail Morgan*)

III. Items for Information Purposes Only - (No Speaker)

m. Smith Travel Research Lodging Reports

n. Okaloosa Tax Collector Report

o. Expenditure Transaction Report

p. Reconciliation of Promotional Reserves

q. Visitor Center Top 10 States

IV. Old Business

V. Public Comment (*3 minutes each*)

VI. Next TDC Meeting (*Dale Peterson*)

April 27, 2017 2:00 p.m. Emerald Coast Convention Center

VII. Adjourn (*Dale Peterson*)