

Marine Sanctuary Committee Meeting Report – June 30, 2009

Accomplishments for June:

- Host info booth at June 13th Garden & Environmental Expo
- Run for the Reef Date/Location Confirmed
- Impact100 grant application submitted
- Substantial completion of Sound Side Reef Permit Application

Points of focus for the month of July:

- Solicitation of Run for the Reef sponsors and participants
- Completion of Sound Side Reef Permit Application
- Substantial completion of Gulf Side Reef Permit Application
- Schedule Stakeholder meeting on Reef Permit Application

We also continue our community awareness focus to “Make Navarre Snorkelicious” by broadcasting the importance of capitalizing on the three main benefits of the Sanctuary:

- **Economy - \$1.17M Annual Economic Output**
- **Environment – Provide more essential marine habitat and improved water quality.**
- **Education – Centerpiece amenity for the new Marine Science Center**

General Discussion –

Implement lessons learned from prior 5k Race experiences to improve Run for the Reef 5K including

- Prior week verification and marking of course
- Plan for Near Real Time Race Result Posting

Investigate operation of a Kiss The Fish booth to collect donations for pictures taken of attendees Kissing The Fish – (e.g. Do they get a Bumper Sticker and picture posted on the web?)

Target Sept 1st to have all sponsors identified with donations collected to ensure adequate T-Shirt printing and award door prize organization lead time.

Request everyone on committee email distribution list solicit at least 1 businesses they know or frequent for one of the three types of Race sponsorships listed below.

- Direct Sponsorship - \$250=Logo on T-shirt or \$100=Company or Individual Name listed on T-Shirt. You can even do it on line at our site www.navarrebeachmarinesanctuary.com.
- In Kind Sponsors – Donate Products or Services to be given away as prizes or with awards and get recognition for your company at the Awards Ceremony to be held at Juana’s
- Coupon Sponsors – Gain Free Advertising by providing 500 coupons for your product or service (e.g. buy one get one free) and we’ll include it in the runner’s goodie bag

Our next meeting is Tuesday, July 28th at 6:30 PM in the Visitor’s Center Conference Room (Hwy 98@ the bridge).