

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
March 8, 2017

Present: Chairman Harvey, T. Hill, J. Hodge, T. Miller, B. Peterson, K. Redford, T. Smith, D. Jones and J. Linton staff.

Absent: S. Smith

Others Present: Teju Atkisson, Sam Carr, Andrea Conover, Linda Crider, Robert Enman, Gaye Esperson, Dick Brisbee, Chip Laibl, Ken Mahaffey, Kevin McNickle, Pen Mitchell, Laura Rich, Kevin Sharbaugh, James Taylor, Lalita Thomas, and Elizabeth Van Rensburg.

I. Call to Order. Chairman Harvey called the meeting to order at 8:30 a.m. and welcomed those in attendance.

II. Public Comment. Sam Carr presented a manifesto containing his thoughts about outdoor recreation. He suggested a concerted effort by all to have an enhanced website with all components of outdoor recreation. Carr also reported that Bartram volunteers staffing the St. Johns River Center had noticed that many people from out of town visit the center.

III. Category B (Cultural Arts) Requests.

Coordinator Jones presented the historical review of each applicant and gave the balance available for distribution in this category.

Jones explained to the council members why the Bartram Frolic request was split between Cultural Arts Category B and Festivals/Events Category A. Jones stated that the event itself could go in either category and as this was the last grant cycle there would be funds left in one category and not enough in the other to fund the applications presented today. She stated to accomplish this, they could move the remaining unused funds from Category A to Category B. Jones said assuming the TDC members decide to fund all the applications in that category the full requested amount, they would still have a balance left of \$2,200. By reallocating these funds, they could potentially fund everyone, if they so choose.

ACTION: Motion Hodge, second Smith to move the leftover funds of \$2,200 from FY 2016/17 Category A Events & Activities and reallocate it to FY 2016/17 Category B Cultural Arts.

CARRIED.

1. River City Players. A grant request for \$4,772.40 was made for the 2017 Spring & Summer Plays. Elizabeth van Rensburg told Council members they had sold out 5 of 6 performances last year and people were driving 1 to 2 hours to attend plays with some staying overnight.

2. Bartram Trail in Putnam County/Putnam Blueways & Trails CSO. A grant request for \$7,700 (\$2,800 from Category B Cultural Arts) was made for the 2017 Bartram Frolic. Sam Carr said the Bartram Frolic will be an annual event at the same time as the Civil War reenactment and will include an art show, music, lecture's and a festival.

ACTION: Motion Smith, second Hodge to award \$4,772.40 to River City Players for the 2017 Spring & Summer Plays and \$2,727.60 to Bartram Trail in Putnam County/Putnam Blueways & Trails CSO for the 2017 Bartram Frolic from Category B, Cultural Arts, FY 2016-17 budget.

CARRIED.

IV. Category A Events & Activities and Sporting Requests.

Coordinator Jones told council members that the grant application for the 2017 Annual Jarvis Williams Holiday Basketball Tournament was received before the deadline but was inadvertently left off the Agenda. Jones requested council members to include their application in the funding requests since they had fulfilled all the requirements. Jones apologized for the issue and distributed copies of the application.

ACTION: Motion Hill, second Smith to add the grant application to this agenda for funding consideration in FY 2017/18 Festivals/Events Category A.

CARRIED.

Coordinator Jones presented the historical review of each applicant and gave the balance available for distribution in this category.

(FY 16-17 Budget Year)

1. Crescent City Rotary Club. A grant request for \$2,000 was made for the 2017 St. Johns River Catfish Festival. Dick Brisbee, President of CC Rotary Club said all proceeds for the festival would go toward scholarships for kids. Brisbee also stated they expected 20,000 people to attend the festival and would have music on Friday evening.
2. Florida Bass Federation. A grant request for \$2,500 was made for the FBF/TBF Qualifier Bass Tournament. Jimmy Taylor and Robert Emmons said they are going through a rebuilding process with this event. They also stated this year's tournament will be held at Crystal Cove Marina and they have 20 rooms booked.
3. Bartram Trail in Putnam County/Putnam Blueways & Trails CSO. A grant request for \$7,700 (\$4,900 from Category A Events & Activities) was made for the 2017 Bartram Frolic.

ACTION: Motion Smith, second Hill to award \$2,000.00 to Crescent City Rotary Club for the 2017 St. Johns River Catfish Festival, \$2,500.00 to Florida Bass Federation for the FBF/TBF

Qualifier Bass Tournament and \$4,900.00 to Bartram Trail in Putnam County/Putnam Blueways & Trails CSO for the 2017 Bartram Frolic from Category A, Events & Activities, FY 2016/17 budget.

CARRIED.

Peterson recused himself from voting as he is a member of the Crescent City Rotary Club.

(FY 17-18 Budget Year)

1. Putnam Blueways and Trails CSO. A request for \$2,000 was made for the Ky-Hike-A-Bike Adventure Race. Coordinator Jones requested Council members to consider this a Sporting Event as the event was a triathlon type event with kayaking replacing swimming. Kevin McNichol, originator of this event and Gaye Esperson said the event was being held to draw people to the Welaka State Forrest State Park. They also said they would be having a “meet and greet” the night before the race to encourage participants to stay overnight in Putnam County at both the campground facility at the State Park and local hotels.
2. Xtreme Bass Series. A request for \$2,500 (plus deliverables) was made for the Xtreme Bass Series Championship. Coordinator Jones said this tournament could potentially have around 200 participants and bring a large economic impact to Putnam County. Jones also said the deliverables for the event included 9 hotel room nights, a banquet hall and one meal for all participants. Chairman Harvey asked approximate cost of banquet hall and meal and Jones responded saying she hoped it could be kept under \$4,000. Miller said she liked that this event was in a lower occupancy time of year.
3. Palatka High School Basketball Program & Booster Club. A request for \$5,000 was made for the Annual Jarvis Williams Holiday Basketball Tournament. Lolita Thomas told Council members that last year they had filled over 53 rooms, over 200 spectators came out and teams came from as far away as Tennessee. Mayor Hill said this tournament has gained momentum over the years and had a great economic impact on our community.

ACTION: Motion Hill, second Smith to award \$1,000.00 to Putnam Blueways and Trails CSO for the Ky-Hike-A-Bike Adventure Race, \$2,000.00(plus deliverables) to Xtreme Bass Series for the Xtreme Bass Series Championship and \$5,000.00 to PHS Basketball Program & Booster Club for the Annual Jarvis Williams Holiday Basketball Tournament from Category A, Events & Activities, FY 2017-18 budget.

CARRIED.

V. Matters Requiring Action.

- a. Minutes. The minutes of the September 21, 2016 meeting were presented for approval.

ACTION: Motion Smith, second Hill to approve the minutes of the September 21, 2016 meeting as presented.

CARRIED.

b. **TDC Appointment.** Adam Pollack, Hampton Inn of Palatka was nominated to fill the TDC seat recently vacated by Corrine Johnson whose term expires September 30, 2018.

ACTION: Motion Hodge, second Smith to approve the nomination of Adam Pollack to fill the TDC vacancy.

CARRIED.

VI. Chairman's Comments. Chairman Harvey asked if use of the TDC logo was required on applicant's event advertisements that were funded by the TDC. Coordinator Jones told Harvey they are required to use the TDC logo or approved language stating the event was funded by the TDC. She added that all grant recipients are sent instructions and logos after the TDC recommendations are officially approved by the Board of County Commissioners.

VII. Coordinator Comments. Coordinator Jones announced that bed tax revenues have grown over 58% in the past 5 years and is up 13% in the last year. Jones said that she recently met with the City officials to discuss possible modifications at the riverfront that would allow more space for large-scale events. Jones commended the City as they had come up with enough modifications to free up considerable space making us eligible for hosting large events like Bass Elite and FLW. Jones stated that she had communicated these upcoming changes with large event coordinators.

VIII. Adjournment. There being no further business, Chairman Harvey adjourned the meeting at 9:25 a.m.

Respectfully submitted,

Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council