

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
March 24, 2016

Present: Chairman Laibl, T. Hill, J. Hodge, C. Johnson, T. Miller, K. Redford, D. Jones and J. Linton staff.

Absent: J. Santa, S. Smith and T. Smith.

Others Present: Denise Aiken, Teju Atkisson, David Driggers, Luke Taft, Lolita Thomas and Elizabeth VonRensburg.

I. Call to Order. Chairman Laibl called the meeting to order at 8:33 a.m. and welcomed those in attendance.

II. Category B (Cultural Arts) Grant Requests.

Coordinator Jones presented the historical review of each applicant.

(FY 15-16 Budget Year)

1. Arts Council of Greater Palatka. A grant request for an additional \$8,900.00 was made by Denise Aiken, this amount is the remainder of the funds she had requested in the first grant cycle. Aiken and Luke Taft discussed their upcoming events.
2. River City Players. A grant request for an additional \$1,000.00 was made for the 2016 Community Theatre Season. Elizabeth van Rensburg told Council members they have received positive comments from non-resident attendees.

ACTION: Motion Hill, second Johnson to award an additional \$5,000.00 grant to the Arts Council for Live at the Larimer/ Saturday Nite Live (\$1,250), Concert Series (\$2,500) and High Life Jazz Series (\$1,250) and an additional \$1,000 to River City Players for the 2016 Community Theatre Season from Category B, Cultural Arts, FY 2015-2016 budget.

CARRIED.

III. Category A (Sporting) Sponsorship Requests.

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

(FY 15-16 Budget Year)

1. Florida B.A.S.S. Nation. A sponsorship request for \$5,000.00 was made for the Team Championship Bass Tournament. David Driggers representing the Florida B.A.S.S. Nation requested consideration for a date change on his application from September 24-25 to August 27-28, 2016.

ACTION: Motion Hill, second Redford to award a \$5,000.00 sponsorship to Florida B.A.S.S. Nation for the Team Championship Bass Tournament from Category A, Events & Activities, 2015-2016 budget.

CARRIED.

ACTION: Motion Hill, second Redford to accept the event date as changed to August 27-28, 2016.

CARRIED.

(FY 16-17 Budget Year)

1. Yin Yang Shave Club (YYSC Inc.). A sponsorship request for \$22,500.00 was made for the Yin Yang International Full Contact Jousting Tournament. Coordinator Jones stated that she had briefly talked to the applicant and he told her they had a Jousting Tournament last year that brought 2000 spectators. She added that he indicated that he would be attending the meeting today but as this is his first application there may have been some confusion. Jones presented the application with some additional details but was unable to answer some of the questions asked by TDC members. Jones concluded by reminding all that the event was scheduled for October 8-9, 2016 putting this request in next year's budget so the applicant could come in September for funding.

ACTION: Motion Hill, second Hodge to table this request until the next TDC meeting.

CARRIED.

2. Palatka High School Basketball Program & Booster Club. A sponsorship request for \$5,000.00 was made for the Annual Jarvis Williams Holiday Basketball Tournament. Lolita Thomas told the council they had 250 participants last year and teams come from many states to participate. Council members stated that this applicant could also come back in September (the first cycle of FY 16/17) to request additional funds if all were not awarded today.

ACTION: Motion Hill, second Hodge to award a \$4,000.00 sponsorship to PHS Basketball Program & Booster Club for the Annual Jarvis Williams Holiday Basketball Tournament from Category A, Events & Activities, 2016-2017 budget.

CARRIED.

IV. Matters Requiring Action.

a. Minutes. The minutes of the September 23, 2015 meeting were presented for approval.

ACTION: Motion Hill, second Redford to approve the minutes of the September 23, 2015 meeting as presented.

CARRIED.

b. Electronic Sign. Coordinator Jones reviewed the drafted rules and regulations currently being used for the electronic sign purchased by the TDC. Jones said the need to govern use of the sign came about due to the numerous requests. Jones recommended that we should request all event coordinators to submit their event to the Chamber's online community calendar as a first step for consideration for posting on the electronic sign. A brief discussion was held on community events verses tourism events and TDC members said that the sign should benefit tourism events and assets.

c. New Logo. Coordinator Jones displayed the new logo for the Chamber and gave printed copies of a proposed coordinating Tourist Development Council logo. Council members did not like the proposed logo and tasked the staff to offer other options using more elements of tourism in Putnam County.

V. Coordinators Comments. Coordinator Jones reported CY 2015 was a record year in bed tax collections totaling \$307,907 and FY 14/15 at \$305,067. Jones also gave a review of the recent Bassmaster Elite Tournament noting that Putnam County received an estimated 2.1 million economic impact over the 4 day tournament not including the extra time B.A.S.S. officials spent in our county or angler practice days. Jones announced and distributed the television air time schedule for the event which premieres April 24th.

VI. Adjournment. There being no further business, Chairman Laibl adjourned the meeting at 9:28 a.m.

Respectfully submitted,

Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council