

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
SEPTEMBER 12, 2018

Present: Mayor B. Peterson, B. DiCarlo, Mayor T. Hill, J. Hodge, T. Miller, K. Redford, S. Smith, T. Smith, D. Jones and J. Linton staff.

Others Present: Teju Adkisson, Kate Adornetto, Denise Aiken, Sam Carr, Sam Deputy, David Driggers, Gaye Esperson, Jolene Everett, Marshall Fulghum, Andy Hertz, Kraig McLane, Kevin McNickle, Vito Russo, Kevin Sharbaugh, Evelyn Snyder, John Theobold and Elizabeth van Rensburg.

I. Call to Order. Presiding Officer Mayor Peterson called the meeting to order at 8:35 a.m. He welcomed TDC members and guests in attendance.

II. Public Comment. Sam Carr reminded everyone of the Bartram Frolic on Sept. 29-30. Carr also said they had applied to make Palatka a Trail Town and requested TDC members to support this project.

III. Category B (Cultural Arts) Grant Requests. Coordinator Jones stated that this is the first of two grant cycles and funds should be left in each category for the 2nd cycle. Jones said the Arts Council's Chalk Explosion could come back to the 2nd cycle based on the date of the event. Jones also presented the historical review for each applicant.

1. Arts Council of Greater Palatka. A request for a total of \$21,150.00 was made for the following events: \$4,350.00 for High Life Jazz Series, \$3,700.00 for Live at the Larimer/Saturday Nite Live, \$5,500.00 for Concert Series, \$1,600.00 for Gallery Exhibits, \$4,200.00 for Palatka Chalk Explosion and \$1,800.00 for Everything Chocolate. Denise Aiken and Evelyn Snyder gave a brief description of the events.
2. River City Players. A request for \$3,815.00 was made for Fall & Winter Plays. Elizabeth van Rensburg told the council the plays were now on 2 week runs.

Coordinator Jones stated that during her review of the applications she determined that the Palatka PorchFest is eligible for funding from either category A (festivals/events) or B (Cultural). She said that TDC members should consider whether or not to move them, prior to any motion on awards.

ACTION: Motion Redford, second Hodge to move Palatka PorchFest from Category A, Events & Activities 2018-2019 budget to Category B, Cultural Arts, FY 2018-2019 budget.

CARRIED

3. Southside Historic Neighborhood Association. A request for \$2,882.00 was made for the Palatka PorchFest. Vito Russo said this event would be annual with a possible move to Memorial Day weekend in the future. T. Smith said he would be a food vendor at this event and would abstain from voting.

ACTION: Motion S. Smith, second Redford to award \$2,882.00 to the Southside Historical Neighborhood Association for the Palatka Porchfest from Category B, Cultural Arts, FY 2018-2019 budget.

CARRIED

1 Abstained (T. Smith)

ACTION: Motion Redford, second T. Smith to fully award remaining Category B requests except for Palatka Chalk Explosion, who can apply again in the 2nd cycle. Those amounts are \$16,950.00 to the Arts Council of Greater Palatka with the following breakdown: \$4,350.00 for High Life Jazz Series, \$3,700.00 for Live at the Larimer/Saturday Nite Live, \$5,500.00 for Concert Series, \$1,600.00 for Gallery Exhibits and \$1,800.00 for Everything Chocolate and \$3,815.00 to River City Players for the Fall & Winter Plays from Category B, Cultural Arts, FY 2018-2019 budget.

CARRIED

1 No (T. Miller)

IV. Category A (Events & Activities) Grant/Sponsorship Requests. Coordinator Jones told Council members that the entire available amount of \$28,200.00 could be granted in this cycle if the previous FLW sponsorship of \$15,000.00 could be moved to large event funding. Jones stressed the need to focus on the priorities on their score sheets, especially the heads in beds criteria. She added that none of the applicants could come back to the 2nd grant cycle based on the event dates. Jones also presented the historical review for each applicant.

1. St. Johns River-to-Sea Loop Summit Alliance. A request for \$5,200.00 was made for St. Johns River-to-Sea Loop Summit. Kraig McLane said this would be a 3-day event focusing on the 60 miles of the 260-mile loop in Putnam County.
2. Putnam Blueways & Trails CSO. Requests were made for \$3,000.00 for the Iron Horse Endurance Run and \$4,700.00 for the Palatka Bicycle Weekender. Kraig McLane said the CSO now had full ownership of the Iron Horse, it would be 3 days and they already had a good track record of overnight stays. McLane and Gaye Esperson said the Bicycle Weekender was a 2-day event and they would have over 100 participants from Northeast Florida and South Georgia. McLane also said these events were tied to wayfinding efforts and a large portion of funds raised would go to this work.
3. Hartz Golf. Requests were made for \$4,000.00 for the Florida State Golf Association Jr. Tour Tournament, \$4,000.00 for the Jr. Azalea Amateur Golf Tournament, \$4,000.00 for the Sr. Azalea Amateur Golf Tournament and \$5,000.00 for the Azalea Amateur Golf Tournament. Andy Hartz said the Jr. Tour had 60 participants, most with parents that stayed 2 nights, the Jr. Azalea had 100 participants that stayed 2-3 nights, the Sr. Azalea had 100 participants that stayed 3 nights and the Azalea Amateur would have 200 participants staying 3 nights. Hartz also said the money generated from these tournaments stays in Putnam County.
4. St. Johns River State College Baseball. Requests were made for \$5,000.00 for the Capital City Bank Classic and \$4,000.00 for the SJRSC Athletic Association Classic. John Theobald said they expected over 300 hotel room nights from these two tournaments.

Theobold also told the council that the tourism commercial was played several times during each game.

5. Florida B.A.S.S. Nation. A request for \$5,000.00 was made for the Junior/High School State Qualifier Bass Tournament. David Driggers said the tournament would have 100 boats with 2 anglers and a Captain in each boat, he stated the economic impact for Putnam County would be about \$115,000.00.
6. Downtown Palatka Inc. A request for \$6,100.00 was made for the 73rd Annual Azalea Festival. Sam Deputy said they would be airing commercials and expanding their advertising including Swip Swap. Deputy also said Pickleball, Jr. Azalea Golf and Bike Week were happening at the same time, so hotels would be full.
7. Rotary Club of Palatka Sunrise. A request for \$2,000.00 was made for the Northeast Florida Pickleball Tournament. Marshall Fulghum and Kevin McNickle said this is a 2-day tournament and a new event for Putnam County. Fulghum mentioned that pickleball was now being offered in Putnam County schools.
8. Florida Bass Federation. A request for \$1,000.00 was made for the FBF/TBF Qualifier Bass Tournament. Coordinator Jones said there would be about 50 boats and most anglers were local. A representative for the event was not present.

Coordinator Jones thanked the applicants for the required matching funds stated on their applications. Lengthy discussions followed.

ACTION: Motion S. Smith, second Miller to not approve funding for St. Johns River-to-Sea Loop Summit and Palatka Bicycle Weekender due to low generation of heads in beds.

MOTION WITHDRAWN

SECOND WITHDRAWN

ACTION: Motion Hill, second T. Smith to award \$1,500.00 to St. Johns River-to-Sea Loop Summit Alliance for the St. Johns River-to-Sea Loop Summit; \$1,500.00 to Putnam Blueways & Trails CSO for the Iron Horse Endurance Run and \$1,500.00 for Palatka Bicycle Weekender; \$2,000.00 to Hertz Golf for the Florida State Golf Association Jr. Tour, \$2,000.00 for the Jr. Azalea, \$2,500.00 for the Sr. Azalea and \$4,000.00 for the Azalea Amateur Golf Tournaments; \$3,000.00 to SJRSC Baseball for the Capital City Classic and \$3,000.00 for the SJRSC Athletic Association Classic Baseball Tournaments; \$4,000.00 to Florida B.A.S.S. Nation for the Junior/High School State Qualifier Bass Tournament; \$3,000.00 to Downtown Palatka for the 73rd Annual Azalea Festival; \$1,000.00 to Rotary Club of Palatka Sunrise for the Northeast Florida Pickleball Tournament; and \$500.00 to Florida Bass Federation for the FBF/TBF Qualifier Bass Tournament, from Category A, Events & Activities, FY 2018-2019 budget.

CARRIED

V. Action Items.

A. Minutes. The minutes of the June 27, 2018 meeting were presented for approval.

ACTION: Motion Hodge, second Miller to approve the minutes of the June 27, 2018 meeting as presented.

CARRIED

B. TDC Reappointment. A recommendation for the reappointment of K. Redford was presented for approval. Redford's current 4-year term ends this month, new term is for 4 years and would end September 30, 2022.

ACTION: Motion Hill, second Hodge to approve the recommendation for the reappointment of K. Redford as presented.

CARRIED

C. Sponsorship Funds Reallocation. Coordinator Jones requested consideration of moving the previous allocated sponsorship funds of \$15,000.00 for FLW Bass Tournament in Category A, Events & Activities, FY 2018-2019 to Large Event funding FY 2018-2019 budget. She stated this was not available at the time we awarded FLW, and it is more appropriate for this amount of funding and will allow us to have funds available for the 2nd cycle later this year (FY 2018/19) for Category A.

ACTION: Motion Hill, second Hodge to reallocate the sponsorship of \$15,000.00 for the FLW Bass Tournament from Category A, Events & Activities, FY 2018-2019 to Large Event funding FY 2018-2019 budget.

CARRIED

VI. Coordinator's Comments. Coordinator Jones announced her projections for FY 2017-2018 bed tax collections of about \$450,000.00, a 20% increase over last year and a 65% increase over the past 5 years. Jones reminded everyone the TDC Council operates under Florida Sunshine Laws and distributed a flyer with summary points. Jones also said the TDC would probably have a workshop in December to discuss application suggestions, growing cultural offerings, and to review current ordinances.

VII. Adjournment. Mayor Peterson adjourned the meeting at 10:35 am.

Respectfully submitted,

Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council