

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
SEPTEMBER 21, 2016

Present: Chairman C. Laibl, J. Hodge, K. Redford, J. Santa, S. Smith, T. Smith, D. Jones and J. Linton staff.

Absent: T. Hill, C. Johnson and T. Miller

Others Present: Larry Clark, Denise Aiken, Mike Sloan, Chris Rodatz, Chris Stackhouse, Luke Taft, Joe Nickol, Jimmy Taylor, Elizabeth VanRensburg, Kevin Sharbaugh, Gaye Esperson, John Theobold & Kevin McNickle

I. Call to Order. Chairman Laibl called the meeting to order at 8:30 a.m. He welcomed TDC members and guests in attendance.

II. 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. She added that if the budget was approved the total available would be \$25,000, a slight increase from last year. Jones said the Arts Council had events throughout the year and could apply again in the 2nd cycle for additional grant funding. Jones also presented the historical review for each applicant.

1. Arts Council of Greater Palatka. A request for a total of \$17,700.00 was made with the following breakdown. \$4,000.00 High Life Jazz Series, \$3,700.00 for Live at the Larimer/Saturday Nite Live, \$5,900.00 for Concert Series and \$4,100.00 for Palatka Chalk Explosion. Denise Aiken and Luke Taft gave a brief description of the events.
2. River City Players. A request for \$2,000.00 was made for the Community Theatre Season. Elizabeth van Rensburg told the council they would have 2 plays for the fall & winter season beginning with Buffalo in the fall and Death by Design in the winter.

ACTION: Motion S. Smith, second T. Smith to award a total of \$17,700.00 to the Arts Council of Greater Palatka with the following breakdown: \$4,000.00 for High Life Jazz Series, \$3,700.00 for Live at the Larimer/Saturday Nite Live, \$5,900.00 for Concert Series and \$4,100.00 for Palatka Chalk Explosion and \$2,000.00 to River City Players for the Community Theatre Season from Category B, Cultural Arts, 2016-2017 budget.

CARRIED

III. Category A (Events & Activities) Grant Requests. Coordinator Jones reminded the Council that this is the first of two grant cycles and funds should be left for the 2nd cycle. She

added the total in this category would be increased to \$37,500 of which \$5,000 had already been awarded, leaving \$33,500. Jones also presented the historical review for each applicant and told council members that the coordinator for the Yin Yang Shave Club International Full Contact Jousting Tournament had contacted us to inform us the event has been cancelled.

ACTION: Motion J. Hodge, second S. Smith to pull Yin Yang Shave Club Full Contact Jousting Tournament application from the agenda due to event cancellation.

CARRIED

1. Downtown Palatka Inc. A request for \$4,470.00 was made for the Rock N' Blues BBQ Bash. Jones said she had spoken with event coordinators and was pleased to see a new event in the schedule, especially during a low occupancy time.
2. Lions Club of Crescent City. A request for \$2,000.00 was made for the 3rd Annual Christmas in the Park.
3. Downtown Palatka Inc. A request for \$6,900.00 was made for the 71st Annual Azalea Festival. Chairman Laibl said the Beauty Pageant would be a sanctioned event and they were trying to really beef up the festival this year.
4. Putnam Blueways & Trails. A request for \$3,000 was made for the Share the Road Ride. Esperson, McNickle, Sharbaugh and Stackhouse told the council they would be partnering with Bike Florida and expected 200 riders.
5. Florida Bass Federation. A request was made for \$2,000.00 for the State Championship Bass Tournament. Nichols, Sloan and Taylor told the council they expected 45-50 boats. They expect many anglers to arrive in town a week in advance of tournament to pre fish and the banquet would be on Friday.
6. Fl. & Ga. Bass Federations. A request was made for \$3,000.00 for the National Semi Finals Qualifier Bass Tournament. Nichols, Sloan and Taylor told the council they expected 80 boats and will have a Friday night banquet.
7. Crappie USA. A request was made for \$6,000.00 for a one day Team Tournament or \$8,000.00 for a two day Team Tournament or \$11,000.00 for a two day Team Tournament with television coverage. Clark told the council members this event would bring anglers from 12 states and they would be doing more digital advertising as well as brochure distribution.
8. St. Johns River State College Baseball. A request was make for \$4,000 for the 2017 Capital City Bank Baseball Classic. Theobold said this would be a four day tournament and they already have 237 hotel rooms booked for this evet.
9. Iron Horse 100k Club. A request for \$1,500.00 was made for the 100 mile Endurance Run. Rodatz told the council they expected 150 runners from the US, Germany, Canada, Great Britain, South Africa, Japan and Mexico.

10. The Bass Federation. A request was made for \$3,000.00 and 2 hotel room nights for the Florida High School State Bass Fishing Championship.
11. Florida B.A.S.S. Nation. A request was made for \$1,000.00 and 2 hotel room nights for the Florida Bass Nation High School Qualifier #3 Bass Tournament.

Deliberations began with the Crappie USA event. The event coordinator stated that \$5,500 was the least amount he would be willing to do the event for. Members discussed the number of participants for this event compared to others who receive \$2,000 - \$3,000 awards. By consensus all agreed the event brought minimal overnights stays to the county.

ACTION: Motion Hodge, second S. Smith to deny funding to Crappie USA for the Crappie USA Team Tournament.

CARRIED

ACTION: Motion Redford, second Hodge to award \$2,000.00 to Downtown Palatka for the Rock N' Blues BBQ Bash, \$1,500.00 to Lions Club of Crescent City for the 3rd Annual Christmas in the Park. \$5,500.00 to Downtown Palatka for the 71st Annual Azalea Festival, \$2,000.00 to Putnam Blueways & Trails for Share the Road Ride, \$1,500.00 to Florida Bass Federation for the State Championship Bass Tournament, \$2,000.00 to Fl. & Ga. Bass Federations for the National Semi Finals Qualifier Bass Tournament, \$4,000.00 to SJRSC Baseball for the 2017 Capital City Bank Baseball Classic, \$1,000.00 to Iron Horse 100km Club for the 100 Mile Endurance Run, \$3,000.00 and 2 hotel room nights to the Bass Federation for the Florida High School State Bass Fishing Championship and \$1,000.00 and 2 hotel room nights to the Florida B.A.S.S. Nation for the FBN High School Qualifier #3 from Category A, Events & Activities, 2016-2017 budget.

CARRIED.

IV. Action Items.

- A. Minutes. The minutes of the March 24, 2016 meeting were presented for approval.

ACTION: Motion Hodge, second Redford to approve the minutes of the March 24, 2016 meeting as presented.

CARRIED.

- B. FY 2016/17 Budget. Coordinator Jones gave an overview of the proposed budget and told the council members that bed tax collections were the largest they had ever been which allowed for more funds in each category, she stated that the bed tax revenues had grown 47% since 2011.

ACTION: Motion Hodge, second S. Smith to approve the proposed FY 2016/17 Budget as presented.

CARRIED.

C. TDC Reappointments. Staff presented recommendations for the reappointments of S. Smith and T. Smith as their current 4-year terms end this month.

ACTION: Motion Redford, second Santa to approve the recommendation for the reappointment of S. Smith and T. Smith both to serve 4-year terms ending September 30, 2020.

CARRIED.

D. TDC Resignation. C. Johnson has left her position at Sleep Inn & Suites and has requested resignation from the TDC Council. Coordinator Jones said she will be researching a replacement for Johnson.

ACTION: Motion Hodge, second Redford to accept C. Johnson's resignation with regrets.

CARRIED.

E. New TDC Logo. Coordinator Jones showed council member a draft copy of the new TDC logo with changes made based on recommendation from council members during the previous TDC meeting. After discussions to replace the hiking icon with a baseball icon, the following motion was made.

ACTION: Motion T. Smith, second Santa to approve the new logo with the above changes.

CARRIED.

OPPOSED: J. Hodge.

V. Coordinator's Comments. Coordinator Jones said the March Bed tax revenue was the highest amount recorded in any one month. She said the tourism commercial is running in the Atlanta market with google analytics showing webpage hits up significantly. Jones also reminded council members they are subject to all laws governing Florida Sunshine statutes. Hodge asked staff to draft a simple summary form so council members could see post event information.

VI. Adjournment. Chair Laibl announced that this would be Joe Santa's last TDC meeting as he was not seeking re-election. Laibl and others thanked Santa for his years of service for the TDC, the community and Crescent City. There being no further business, Chairman Laibl adjourned the meeting at 10:37 am.

Respectfully submitted,

Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council