

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
March 14, 2018

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

Absent: Chairman Goddard and S. Smith

Others Present: Kate Adornelto, Denise Aiken, Teju Atkisson, Sam Carr, Gaye Esperson, Michelle Garner, Andy Hertz, Ken Mahaffey, Kevin McNickle, Barry Stewart, John Theobold, Lalita Thomas, Buddy Thompson, Elizabeth Van Rensburg and Renee Vaughn.

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

II. Public Comment. Sam Carr mentioned the need for possible funds to update city brochures.

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 also told council members that Bartram Frolic could be funded from Categories A and/or B and had allowable expenses for both.

1. Arts Council of Greater Palatka. A grant request for an additional total of \$10,750 was made for the following events: \$2,700 for Live at the Larimer/Saturday Nite Live, \$3,000 for Concert Series, \$2,350 for High Life Jazz Series and \$2,700 for Palatka Chalk Explosion. Denise Aiken gave a brief description of the events and said she had been working with South Putnam and Downtown Palatka for concerts. Aiken also asked approval to move the date of the Palatka Chalk Festival from April to September to coincide with the Bartram Frolic.

ACTION: Motion T. Smith, second Miller to allow date change for the Palatka Chalk Festival as requested.

CARRIED.

2. River City Players. A grant request for \$3,777 was made for the 2018 Spring & Summer Plays. Elizabeth van Rensburg told Council members that most of the plays are selling out, about 60 people, and they would be expanding the plays to two week runs. She added that most of the audience was coming from other counties and some staying overnight.
3. Putnam Blueways & Trails/Bartram Trail Committee. A grant request for \$10,700 was made for the 2018 St. Johns River Bartram Frolic. Sam Carr and Ken Mahaffey said the Bartram Frolic was growing as they had over 500 kids come to the River Center during event last year. They said their goal was to teach the history of Putnam County as well as enhance eco-tourism. Carr and Mahaffey also thanked the City, TDC and Georgia-Pacific for their support last year.

ACTION: Motion Hodge, second Hill to award a total of \$8,000 to the Arts Council of Greater Palatka with the following breakdown: \$2,000 for Live at the Larimer/Saturday Nite Live, \$2,000 for Concert Series, \$2,000 for High Life Jazz Series and \$2,000 for Palatka Chalk Explosion and \$3,000 to River City Players for the 2018 Spring & Summer Plays from Category B, Cultural Arts, FY 2017-2018 budget. \$7,700 to Putnam Blueways & Trails/Bartram Trail Committee for the 2018 St. Johns River Bartram Frolic from Category B, Cultural Arts, FY 2017-18 budget and \$1,300 from Category A Events & Activities, FY 2017-2018 budget.

CARRIED.

IV. Category A Events & Activities and Sporting Requests.

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

(FY 17-18 Budget Year)

1. Blue Crab Festival Inc. A grant request for \$15,000 was made for the 30th Annual Blue Crab Festival. Buddy Thompson said they had lost some major sponsors after 2016 and had decided to cancel the 2018 festival. He said they decided to continue with the festival after hearing many comments. Thompson said 60-70% of attendees were from outside the state of Florida and there was several million dollars in economic impact each year. T. Smith thanked Thompson for deciding to continue the festival.
2. St. Johns River State College. A sponsorship request for \$1,500 was made for the 5th Annual Viking 5K Run. John Theobold and Kate Adornelto said this was a sanctioned event and they expected 160-170 runners with many coming from out of state. They will have a billboard in East Palatka advertising the event.
3. Palatka Golf Club. A sponsorship request for \$3,000 was made for the 3rd Street Charities Golf Tournament. Hertz said they donated money from this event to youth sports. Mayor Peterson asked the amount donated, Hertz said they gave \$6,500 last year.

ACTION: Motion Hodge, second Redford to award \$10,000 to Blue Crab Festival Inc. for the 30th Annual Blue Crab Festival, \$1,500 to St. Johns River State College for the 5th Annual Viking 5K Run and \$2,000 to Palatka Golf Club for the 3rd Street Charities Golf Tournament from Category A, Events & Activities, FY 2017-2018 budget.

CARRIED.

(FY 18-19 Budget Year)

Coordinator Jones said the following applicants are coming early because the dates of their events and reminded all that we are not yet in this budget year. She said the total requested was \$26,000.00 and the total FY 2018-2019 available for this category would probably be around \$45,000.00 with \$15,000.00 already awarded to FLW, leaving a balance of \$30,000.00 for both grant cycles. T. Smith asked if the budget year could be changed, Jones said we had to abide by the County budget year of Oct. 1 – Sept. 30. Jones asked the council to consider partial funding and have applicant come back for additional funding. Jones presented the historical review of each applicant.

1. Putnam Blueways and Trails. A sponsorship request for \$2,000 was made for the Ky-Hike-A-Bike Triathlon. Kevin McNichol and Gaye Esperson said this is the 4th year of the event and last year had 27 participants and 7 hotel room nights, low attendance was due to the hurricane. They said they would be having a “meet and greet” the night before the race to encourage participants to stay overnight. McNichol said the State Forest was supportive by cleaning the trails and providing vans to move people.
2. Palatka Golf Club. A sponsorship request for \$4,000 was made for the St. Johns River State College Golf Tournament. Andy Hertz said this tournament was a fundraiser for sports programs at the college and was previously held in Orange Park. Hertz also said they were trying to make it a 2-day event.
3. Florida B.A.S.S. Nation. A sponsorship request for \$7,500 was made for the Pro/Am State Bass Fishing Championship. Coordinator Jones said this tournament could potentially have around 200 anglers and bring a large economic impact to Putnam County. T. Miller said the anglers come in early to pre-fish and K. Redford said they generate a lot of hotel room nights.
4. Putnam County Sheriff’s Office Police Athletic League. A sponsorship request for \$4,000 was made for the Florida State Police Athletic League (PAL) Boxing Tournament. Barry Stewart said this championship was held in Ft. Pierce for the last 14 years and they report 400 hotel rooms per night. Stewart also said there would be approximately 350-400 boxers and their families for the 3-day event.
5. Palatka Golf Club. A sponsorship request for \$4,000 was made for the Palatka VFW Golf Tournament. Andy Hertz said all the money from this tournament stays in Putnam County. Hertz added this has not been a large tournament in the past but they are hoping to grow it.
6. Palatka High School Basketball Program & Booster Club. A sponsorship request for \$5,000 was made for the Annual Jarvis Williams Holiday Basketball Tournament. Lolita Thomas told the Council this is a 3-day tournament and last year’s attendance was good with 2 teams coming from South Florida. Mayor Hill said this tournament has gained momentum over the years and had a great economic impact on our community. Hill also said he took the teams on a tour of the St. Johns River Center.

ACTION: Motion Hill, second Hodge to award \$1,000 to Putnam Blueways and Trails for the Ky-Hike-A-Bike Triathlon, \$1,000 to Palatka Golf Club for the St. Johns River State College Golf Tournament, \$6,000 to Florida B.A.S.S. Nation for the Pro/Am State Bass Fishing Championship, \$4,000 to Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Boxing Tournament, \$1,000 to Palatka Golf Club for the Palatka VFW Golf Tournament and \$5,000 to PHS Basketball Program & Booster Club for the Annual Jarvis Williams Holiday Basketball Tournament from Category A, Events & Activities, FY 2018-19 budget.

CARRIED.

V. Matters Requiring Action.

a. Minutes. The minutes of the September 20, 2017 meeting were presented for approval.

ACTION: Motion Hill, second T. Smith to approve the minutes of the September 20, 2017 meeting as presented.

CARRIED.

b. TDC Resignation. Adam Pollack, formerly of Hampton Inn Palatka resigned due to change in employment. His term was to expire on September 30, 2018.

ACTION: Motion Miller, second T. Smith to approve the resignation of Adam Pollack.

CARRIED.

c. TDC Appointment. Beata Simmons DiCarlo, Holiday Inn and Suites Palatka, was nominated to fill the vacant TDC seat, her term would expire on September 30, 2022.

ACTION: Motion Redford, second Hodge to approve the nomination of Beata Simmons DiCarlo to fill the TDC vacancy.

CARRIED.

VI. Coordinator Comments. Coordinator Jones announced that bed tax revenues were the highest in history and up 32% over the same quarter last year. Jones said the digital campaign was doing well with over 16,000 impressions for the online commercial.

VII. Adjournment. There being no further business, Mayor Peterson adjourned the meeting at 10:24 a.m.

Respectfully submitted,



Dana Cameron Jones, Coordinator

Putnam County Tourist Development Council