

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
March 18, 2015

Present: Presiding Official J. Santa, T. Hill, J. Hodge, K. Redford, S. Smith, T. Smith, D. Jones and J. Linton staff.

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

Others Present: Denise Aiken, Larry Clark, Donald Lockhart, Ken Mahaffey, Luke Taft and Lalita Thomas.

I. Call to Order. Presiding Chairman Santa called the meeting to order at 8:30 a.m. He introduced our newest TDC member, Palatka Mayor Terrill Hill and welcomed all in attendance.

II. Category B (Cultural Arts) Grant Requests.

Coordinator Jones presented the historical review of the applicant.

(14-15 Budget Year)

1. Arts Council of Greater Palatka. A grant request for an additional \$7,800.00 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 talked about the Chalk Explosion and Concert Series.

ACTION: Motion S. Smith, second Hill to award an additional \$7,800.00 grant to the Arts Council for Live at the Larimer/ Saturday Nite Live (\$2,000), Concert Series (\$4,300) and Palatka Chalk Explosion (\$1,500) from Category B, Cultural Arts, 2014-2015 budget:

CARRIED.

Coordinator Jones stated that the following applicant had requested to submit their application prior to the budget year as it is scheduled for October 16-18, 2015, which is just days after FY 2015/16 begins and much too late to be included in promotions of the event. Jones explained to TDC members that although the budget had not been set or approved yet she did not anticipate the total amount for Cultural to vary much from this year's total of around \$20,000, although bed tax collections were expected to be somewhat less than last year's record-year collections.

(15-16 Budget Year)

1. Putnam County Historical Society & Bartram Trail Conference. A grant request for \$5,000.00 was made for the 2015 Bartram Trail Conference & Art and Science of Bartram in Florida Workshop. Ken Mahaffey gave background information on William Bartram. Mahaffey also gave a description of events that would take place during the conference. Mahaffey also said the public would be invited to the conference.

ACTION: Motion Hodge, second T. Smith to award a \$5,000.00 grant to the Putnam County Historical Society & Bartram Trail Conference for the 2015 Bartram Trail Conference & Art and Science of Bartram in Florida Workshop from Category B, Cultural Arts, 2015-2016 budget:

CARRIED.

III. Category A (Sporting) Sponsorship Requests.

Coordinator Jones presented the historical review for each applicant.

(14-15 Budget Year)

1. Florida Bass Federation. A sponsorship request for \$2,500.00 was made for the Qualifier Bass Tournament.
2. Outdoor Pursuits. A sponsorship request for \$25,000.00 was made for the Big Bass Slam Tour. Coordinator Jones gave a brief description of the tournament of information gathered from a prior meeting with the tournament directors. Jones also told the Council she had spoken with another County that had hosted a similar event and they commended the tournament directors on their organization. Santa suggested we could make an offer of \$10,300.00 as this was all the remaining funds available in this category for the 14-15 budget year. Jones told council members that lower funds might prohibit the organizers from bringing the televised tournament, members agreed this would be ok as they wanted to evaluate this first time tournament. Jones will contact applicant and explain award and see if they will still bring the event to our county.

ACTION: Motion T. Smith, second Hill to award a \$2,500.00 sponsorship to Florida Bass Federation for the Qualifier Bass Tournament and a \$10,300.00 sponsorship to Outdoor Pursuits for the Big Bass Slam Tour both from Category A, Events & Activities, 2014-2015 budget.

CARRIED.

Coordinator Jones stated that the following applicants had also requested to submit early applications. They both said that they could not wait until September to know if funded or not. Jones explained again for the benefit of applicants that TDC members had not adopted a budget for the 2015/16 year and they also could not know in advance what other applications may come before them during the appropriate grant cycles. She cautioned members that this category could have a small reduction as bed tax collections have been down. Jones also mentioned that she was working with several large-scale events for 2016.

(15-16 Budget Year)

1. Palatka High School & Booster Club. A sponsorship request for \$5,000.00 was made for the Annual Jarvis Williams Holiday Basketball Tournament. Lolita Thomas and Donald Lockhart gave a description of the tournament and told the council that last year teams as far away as Alaska participated in the Tournament. Lockhart said due to the Christmas Holiday they needed to change the dates of their tournament from Dec. 26-28, as stated on the grant request, to Dec. 28-30. The council encouraged this applicant to come back in the first cycle of the 15/16 budget year in August to request additional funds if all were not awarded today.

ACTION: Motion Hill, second Hodge to award a \$3,000.00 sponsorship to Palatka High School & Booster Club for the Annual Jarvis Williams Holiday Basketball Tournament from Category A, Events & Activities, 2015-2016 budget.

CARRIED.

2. Crappie USA. A sponsorship request for \$6,500.00 was made for the Crappie USA Team Tournament. Larry Clark told the history of the tournament. Clark also said that while this was a one-day event that participants tended to stay overnight. After a lengthy discussion, Clark was asked if he could do the tournament for a lower amount and Clark said he needed to get the full asking amount. Clark was also asked if he was not awarded the full amount, could he come back in the first cycle of the 15-16 budget year to ask for additional funds, Clark said they would not have time to produce the brochure if he waited until the September meeting.

ACTION: Motion Hill, second Hodge to award a \$3,000.00 sponsorship to Crappie USA for Crappie USA Team Tournament.

MOTION WITHDRAWN.
SECOND WITHDRAWN.

ACTION: Motion S. Smith, second Hodge to table the Crappie USA application.

CARRIED.

IV. Matters Requiring Action.

Minutes. The minutes of the September 17, 2014 meeting were presented for approval.

ACTION: Motion Hill, second Hodge to approve the minutes of the September 17, 2014 meeting as presented.

CARRIED.

V. Coordinators Comments. Coordinator Jones said the bed tax was running consistent with last year for the first quarter but expected a drop in the next quarter as we did not have any large events scheduled this year. She added that many of the accommodations providers were reporting significant decreases in revenues for 2015. Jones also reported that the Chamber had contributed \$7,500.00 to the cost of the electronic message sign. She requested TDC members to remind event coordinators to post their events to the Chamber's online calendar so they could be considered for inclusion on the new sign. Jones said that no business name would be promoted on the sign only the actual tourism event. Jones concluded saying that the sign would be completed soon as the bottom is slated to be painted to appear like the column on the front of the building.

VI. Adjournment. There being no further business, Presiding Chairman Santa adjourned the meeting at 10:16 a.m.

Respectfully submitted,

Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council