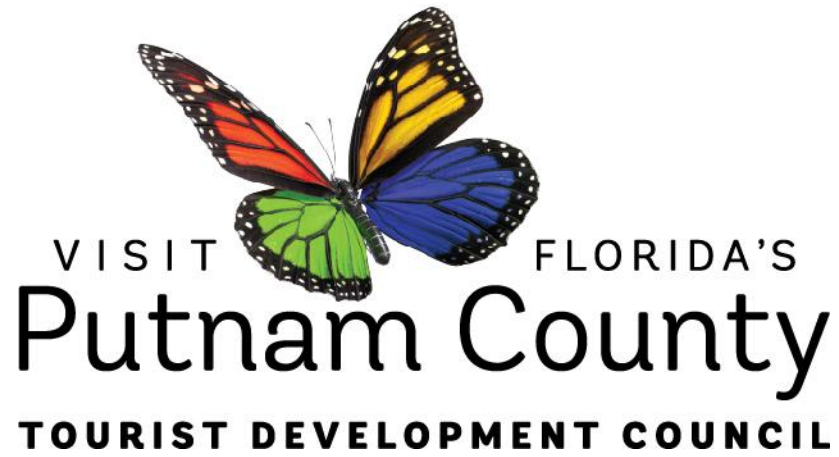




March 9, 2026 TDC Meeting Minutes



Minutes – Monday, March 9, 2026 – 8:30 a.m.

Velchoff's Corner – Event Space

105 N 2nd St Ste. D, Palatka, FL 32177

- I. Call To Order Chair Wilkinson

Chair Wilkinson called the meeting to order at 10:11 a.m. In attendance were Chair Leota Wilkinson, Natalie Herrington, Mayor Robbi Correa, Mayor Michele Myers, and Keith Valentine. Chamber Staff present were Laura Pavlus, Kimberly Morgan, and Sam Camp.

- II. Public Comment

No public comment was received

- III. Approval of January 14th, 2026 Meeting Minutes* Chair Wilkinson

Motion to approve minutes made by Robbi Correa; seconded by Michele Myers; Passed unanimously

- IV. FY25-26 Grant Requests* Kimberly Morgan, VP Tourism

- a. Category A –

- i. FCSAA State Softball Championship (SJRSC Applicant) - \$7,500

Kimberly Morgan reviewed the application information for the TDC, including staff's recommendation of a \$5,000 grant award instead of the \$7,500 request. The recommendation was based on previous awards to St. Johns River State College and total cost of eligible expenses listed by the applicant.

Motion to approve staff's recommendation of a \$5,000 grant award to the St. Johns River State College Athletic Association/Foundation to support their hosting of the FCSAA State softball championship made by Michele Myers; seconded by Robbi Correa; passed unanimously.

V. FY25-26 Grant Update

Kimberly Morgan, VP Tourism

Kimberly Morgan provided information to the TDC on the status of awarded grants.

VI. TDC Member Comments

Chair Wilkinson

No comments from TDC members.

VII. Adjourn

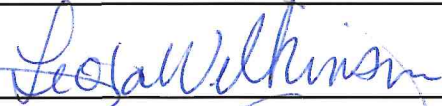
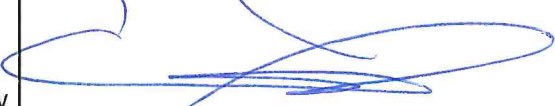
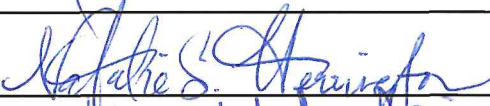
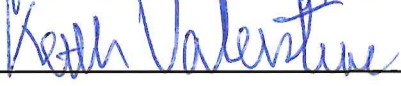
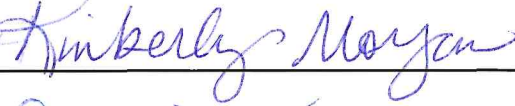
Chair Wilkinson

Meeting adjourned at 10:15 a.m.

*Signifies an item needing a vote.

Putnam County Tourist Development Council

March 9, 2026 - 8:30 a.m.

Name	Category Represented	Business	Signature
Leota Wilkinson	Elected Official	Putnam County BOCC	
Robbi Correa	Elected Official - largest municipality	City of Palatka	
Michele Myers	Elected Official - large municipality	City of Crescent City	
Vacant	Citizen		
Natalie Herrington	Citizen	God's Country Outfitters	
Keith Valentine	Accommodation	Trails End Outdoors	
Beata DiCarlo	Accommodation	Holiday Inn Express	
Greg Bacon	Citizen	Plastic Masters International	
Damali Kelly	Accommodation	Quality Inn	
Laura Pavlus	Staff*	Chamber President	
Kimberly Morgan	Staff	Chamber, VP of Tourism	
Sam Camp	Staff	Tourism/ED Manager	

*Not required to attend.



January 14, 2026 TDC Meeting Minutes



Minutes – Tuesday, December 2, 2025 – 9:00 a.m.

Putnam County Chamber of Commerce – Georgia-Pacific Board Room

1100 Reid Street, Palatka

I. Call To Order

Chair Wilkinson

Chair Wilkinson called the meeting to order at 9:02 a.m. In attendance at the start were Chair Leota Wilkinson, Greg Bacon, Natalie Herrington, Beata DiCarlo, and Damali Kelly. Mayor Robbi Correa and Mayor Michele Myers joined the meeting at 9:10am. Chamber Staff present were Laura Pavlus, Kimberly Morgan, and Sam Camp. Those absent were Keith Valentine.

II. Public Comment

No public comment was received

III. Approval of Sept. 18, 2025 Meeting Minutes*

Chair Wilkinson

Motion to approve minutes made by Greg Bacon; seconded by Natalie Herrington; Passed unanimously

IV. FY25-26 Budget Discussion

Kimberly Morgan, VP Tourism

There was discussion of the prior FY24-25 budget and how/when the Tourism Development Tax (TDT) calculation is trued-up by the Putnam County budget office.

Board members discussed the importance of onboarding new TDC members and new board members of the various municipalities on TDT collections and the TDC budget process.

Chamber staff and TDC board members reviewed each category of spending and current plans for expenditures in FY25-26.

Chamber staff mentioned that new proposed TDC grant guidelines will be presented to the TDC and Putnam County Commissioners will be presented sometime in May.

TDC board members asked Chamber staff to seek clarification from Putnam County budget office on the percentage split between each category and how they arrived to the estimated budget.

Motion to approve FY25-26 budget as presented made by Mayor Robbi Corea; seconded by Mayor Michele Myers; passed unanimously.

V. Future TDC Meetings Chair Wilkinson

Proposed Meeting 2026 Schedule:

February – Thursday, February 5, 2026

May – Thursday, May 7, 2026

August – Thursday, August 6, 2026

November – Thursday, November 5, 2026

The board provided feedback on the proposed dates. After discussion, the dates of the 2026 board meetings will be:

February – Thursday, February 26, 2026

May – Thursday, May 21, 2026

August – Thursday, August 20, 2026

November – Thursday, November 19, 2026

VI. TDC Member Comments Chair Wilkinson

Board members had a brief discussion on the Palaka Farmers Market grant approval by the Putnam County Commission. Chamber staff provided a reminder about the proposed new guidelines for future grant requests.

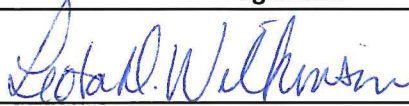
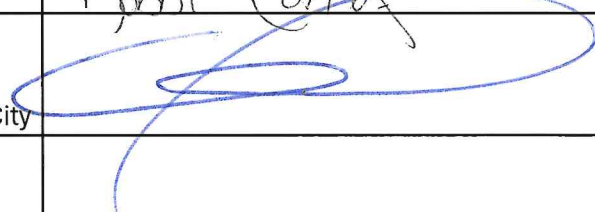
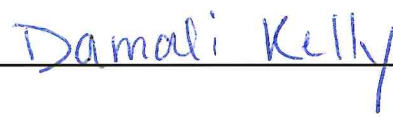
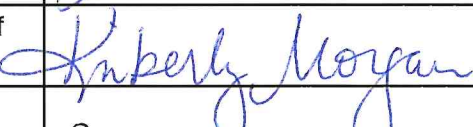
VII. Adjourn Chair Wilkinson

Meeting adjourned at 9:50am

*Signifies an item needing a vote.

Putnam County Tourist Development Council

January 14, 2025 - 9:00 a.m.

Name	Category Represented	Business	Signature
Leota Wilkinson	Elected Official	Putnam County BOCC	
Robbi Correa	Elected Official - largest municipality	City of Palatka	
Michele Myers	Elected Official - large municipality	City of Crescent City	
Vacant	Citizen		
Natalie Herrington	Citizen	God's Country Outfitters	
Keith Valentine	Accommodation	Trails End Outdoors	
Beata DiCarlo	Accommodation	Holiday Inn Express	
Greg Bacon	Citizen	Plastic Masters International	
Damali Kelly	Accommodation	Quality Inn	
Laura Pavlus	Staff*	Chamber President	
Kimberly Morgan	Staff	Chamber, VP of Tourism	
Sam Camp	Staff	Tourism/ED Manager	

*Not required to attend.

Tourist Development Council Meeting
Wednesday, January 14, 2026

Please Print

	<u>Name</u>	<u>Email</u>	<u>Organization</u>
1.	Sunni Romero	Sunni@palatkaRivercenter.com	River Center
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
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16.			
17.			

SPORTS EVENT GRANT FORM

Event Name FCSAA STATE SOFTBALL CHAMPIONSHIPS

Sport SOFTBALL

Host Organization ST JOHNS RIVER STATE COLLEGE

Federal Tax Identification Number _____

Date(s) of Event 4/30/26 Start & End Times 5/2/26
(each day)

Location of Event PALATKA (SJR STATE SOFTBALL FIELD)

Have you secured facility(ies)? YES

Completed facility application (if any)? YES

Primary Contact Person ROSS JONES

Work Phone _____ Cell Phone 352-317-2345 Fax _____

Email Address ROSSJONES@SJRSTATE.EDU

Address for Reimbursement 5001 ST JOHNS AVE, PALATKA, FL 32177

Secondary Contact Person _____ Phone _____

Organization or Event Website _____

#Teams 4 #Individual Competitors 100

#Coaches 12 #Spectators 2000

Description of Participants (Team names, geographic or qualifying criteria)

FOUR TEAMS FROM AROUND THE STATE OF FLORIDA.
THE TOP 4 TEAMS BASED ON REGULAR CONFERENCE SEASON
RECORD WILL PARTICIPATE IN A DOUBLE ELIMINATION TOURNAMENT

Description of secured media coverage (Please indicate which media has committed to providing coverage and media coverage for which you are paying a fee)

Grant Requested \$ 7,500

SPORTS EVENT ECONOMIC IMPACT STATEMENT

(Economic Impact Statement, along with reimbursement letter must be completed and submitted after the event has occurred before funds will be released)

Event Name FCSAA STATE SOFTBALL CHAMPIONSHIPS
Reporting Date 3/2/26
Organization ST JOHNS RIVER STATE COLLEGE
Contact Person ROSS JONES
Address 5001 ST JOHNS AVE, PALATKA, FL 32177
Work Phone _____ Cell Phone 352-317-2365 Fax _____
Email ROSSJONES@SJSTATE.EDU

Number of Competitors 120 Length of Stay 4/29/26 - 5/2/26
Number of Officials/Staff 20 Length of Stay 4/28/26 - 5/2/26
Number of Spectators 2000 Length of Stay 4/29/26 - 5/2/26

Group Meals/Banquets paid for by Organizer \$ 3000

Please explain CATERED MEAL FOR AWARDS BANQUET.
BANQUET WILL INCLUDE 4 TEAMS, COACHING STAFFS, AND
SUPPORT STAFFS
150 PEOPLE FOR DINNER

Properties you utilized ST JOHNS RIVER STATE COLLEGE

Event related expenditures in Putnam County

\$ 3000 For UMPIRES
\$ 500 For SOFTBALLS
\$ 600 For FIELD MATERIALS - TURFAGE, MOUND CLAY
\$ 1,200 For LIVE STREAM, GAME ANNOUNCER
\$ 900 For AWARDS / TROPHIES

•Please attach any post event research, survey or housing/registration list for this event.