

MINUTES  
TOURIST DEVELOPMENT COUNCIL  
PUTNAM COUNTY CHAMBER OF COMMERCE  
PALATKA, FL  
MARCH 14, 2024

**Present:** Chair L. Harvey, G. Bacon, B. DiCarlo, J. Hodge, D. Kelly, M. Myers, K. Valentine, staff D. Jones and J. Linton.

**Absent:** R. Correa and T. Smith.

**Others Present:** Kate Adornetto, John Brady, Jeanetta Cebollero, David Driggers, Malcolm Fabre, Terry French, Andy Hertz, Kay Hope, Kevin Sharbaugh, Brian Stahl, Terry Suggs, John Theobald and Julianne Young.

**I. Call to Order.** Chair L. Harvey called the meeting to order at 8:30 a.m. Coordinator Jones conducted roll call and confirmed a quorum. Jones reminded all that this was the 2<sup>nd</sup> Grant cycle and the end of funds for this year.

**II. Category B (Cultural Arts) Grant Requests.**

**(FY 23-24 Budget Year)**

1. Arts Council. A request for \$7,100 was made for the March – September 2024 Concert Series.
2. River City Players. A request for \$10,750 was made for the 2024 May & August Productions. Kevin Sharbaugh said seat occupancy was at 85% showing the need for this kind of cultural experience. Sharbaugh also mentioned that 3500 volunteer hours are necessary for the productions. Discussion followed.
3. RQ Music. A request for \$28,000 was made for the Blue Crab Festival. Jeanetta Cebollero said this was the first year requesting funds under her own company, RQ Music. She said the City of Palatka was the previous applicant. Discussion followed.

**ACTION:** Motion G. Bacon, second J. Hodge to award \$7,100 to the Arts Council for the March – September Concert Series, \$10,750 to River City Players for the May & August Productions and \$17,460 to RQ Music for the Blue Crab Festival from Category B, Cultural Arts, FY 2023-24 budget.

**CARRIED.**

### **III. Category A (Festivals/Events/Sporting) Requests.**

**(FY 23-24 Budget Year)**

1. RQ Music. A request for \$28,000 was made for the Blue Crab Festival. Jeanetta Cebollero said last year's attendance was 128,000. Discussion followed.
2. Southern Outlaw Dragboat Association. A request for \$4,000 was made for the Crescent City Memorial Day Shootout.
3. Hertz Golf. Requests totaling \$23,000 were made for the following Golf Tournaments, \$3,000 for the May US Kids, \$10,000 for the FSGA Tournament, \$6,000 for the July US Kids Golf Tournament and \$4,000 for the Third Street Charities. Andy Hertz stated the US Kids tournaments generated 200 room nights with most participants outside of Putnam County.

Coordinator Jones discussed the ability to use funds from Category C, Promotions & Advertising/Large Projects. Jones added that any event moved needed to fit large event criteria and would keep the category rules under which they applied. Discussion Followed.

ACTION: Motion G. Bacon, second J. Hodge to move FSGA Jr Golf Tournament to Category C, Promotions & Advertising/ Large Projects, FY 2023-2024 budget.

**MOTION WITHDRAWN.**  
**SECOND WITHDRAWN.**

ACTION: Motion G. Bacon, second J. Hodge to move FSGA Jr Golf Tournament and Blue Crab Festival to Category C, Promotions & Advertising/Large Projects, FY 2023-2024 budget.

**CARRIED.**

ACTION: Motion G. Bacon, second J. Hodge to award \$10,000 to Hertz Golf for the FSGA Jr Golf Tournament and \$18,000 to RQ Music for the Blue Crab Festival from Category C, Promotions & Advertising/Large Projects, FY 2023-2024 budget.

**CARRIED.**

ACTION: Motion M. Myers, second G. Bacon to award \$4,000 to Southern Outlaw Dragboat Association for the Crescent City Memorial Day Shootout, \$13,000 to Hertz Golf with the following breakdown: \$3,000 for the May US Kids, \$6,000 for the July US Kids and \$4,000 for the Third Street Charities Golf Tournaments from Category A, Events & Activities, FY 2023-2024 budget.

**CARRIED.**

#### **IV. Category A (Festivals/Events/Sporting) Requests.**

##### **(FY 24-25 Budget Year)**

1. St. Johns River State College. A request for \$5,000 was made for the 2024 Golf Classic. John Theobold said this was their 14<sup>th</sup> year. Kate Adornetto said they were adding a night before event which would increase hotel room nights. Discussion followed.
2. Putnam County Fair Authority. A request for \$10,000 was made for the Putnam County PRCA Rodeo. Malcolm Fabre said when they held this event 2 years ago it brought people from other states with attendance of about 4,700 for Saturday and Sunday. Fabre said they wanted to advertise outside of the county to bring more people to stay in local hotels.
3. Hertz Golf. Requests totaling \$11,000 were made for the following Golf Tournaments, \$6,000 for the October US Kids and \$5,000 for the Skins Game. Andy Hertz said the US Kids tournament would bring 120 families filling hotels and the Skins Game would probably have 120 players.
4. Xtreme Bass Series. A request for \$7,500 was made for the 2024 Xtreme Bass Series Championship. Coordinator Jones reminded the Council they had asked this applicant to come back for additional funds for deliverables for the tournament. Brian Stahl said they needed the funds for ice, dinner, restrooms and a promotional video. Stahl said 300-400 anglers would be in Putnam County for a week and would generate over 700 room nights.
5. Putnam County Sheriff's Office Police Athletic League. A request for \$12,000 was made for the Florida State Police Athletic League (PAL) Boxing Tournament. John Brady said last year they had 275 boxers and filled area hotels. Brady said they were asking for more funds due to rising costs associated with conducting the event.
6. Florida B.A.S.S. Nation. A request for \$8,000 was made for the Jr/High School Fall & North Regional Qualifier. David Driggers said the tournament was growing every year and he projected 150-175 teams.

**ACTION:** Motion G. Bacon, second K. Valentine to award \$5,000 to St. Johns River State College for the 2024 Golf Classic, \$10,000 to Putnam County Fair Authority for the Putnam County PRCA Rodeo, \$11,000 to Hertz Golf with the following breakdown \$6,000 for October US Kids and \$5,000 for the Skins Game Golf Tournaments, \$7,500 to Xtreme Bass Series for the 2024 Xtreme Bass Series Championship for deliverables, \$12,000 to Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Championship Boxing Tournament and \$8,000 to Florida B.A.S.S. Nation for the Junior/High Fall & North Regional Qualifier Bass Tournament from Category A, Events & Activities, FY 2024-2025 budget.

**CARRIED.**

**V. Matters Requiring Action.**

Minutes. The minutes of the September 14, 2023 meeting were presented for approval.

ACTION: Motion J. Hodge, second M. Myers to approve the minutes of the September 14, 2023 meeting as presented.

**CARRIED.**

**VI. Coordinator's Comments.**

Coordinator Jones said the two new commercials would air on Fox Sports channel during the St. Johns River Bassmaster Elite Tournament when it airs in April. She gave a brief update on bed tax revenues. Chair Harvey reminded all applicants to use the QR codes to download the Visit Putnam FL app. Jones mentioned that we were considering grant applicants in the future being required to post their event and promote their attendees to use the app.

**VII. Adjournment.** There being no further business, Chair Harvey adjourned the meeting at 9:34 a.m.

Respectfully submitted,



Dana Cameron Jones, Coordinator  
Putnam County Tourist Development Council