

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
MARCH 16, 2023

Present: Chairman T. Turner, G. Bacon, R. Correa, B. DiCarlo, J. Hodge, D. Kelly, M. Myers, K. Valentine, staff D. Jones and J. Linton.

Absent: T. Smith.

Others Present: John Brady, Andy Heartz, Erin Hewes, Don Holmes, Jonathan Griffith and Mandy Tucker.

I. Call to Order. Chair Turner called the meeting to order at 8:33 a.m. and introduced new council members R. Correa and D. Kelly.

Coordinator Jones reminded all applicants to add their event to the Chamber calendar so it would populate on the Visit Putnam app. For the benefit of the new TDC members, Jones stated that the Tourist Development Council operates within the Florida Government-in-the-Sunshine Law and gave a brief overview of the rules and regulations.

Mayor Correa asked to be recused due to conflict from voting on Blue Crab grant requests in both categories, Festivals/Events and Cultural Events/Activities. Chair Turner received verbal agreement from TDC members to consider Blue Crab grants separate from the others in their respective categories so Mayor Correa could vote on all others.

II. Category B (Cultural Arts) Grant Requests.

(FY 22-23 Budget Year)

1. River City Players. A request for \$7,000 was made for 2023 May & August Productions.

ACTION: Motion M. Myers, second J. Hodge to award \$7,000 to River City Players for the 2023 May & August Productions from Category B, Cultural Arts, FY 2022-23 budget.

CARRIED.

2. City of Palatka. A request for \$60,000 was made for the Blue Crab Band Jam. Erin Hewes, Don Holmes, Jonathan Griffith and Mandy Tucker gave an overview of plans and answered question regarding the event. Discussion followed.

ACTION: Motion J. Hodge, second G. Bacon to award \$38,400 to City of Palatka for the Blue Crab Band Jam from Category B, Cultural Arts, FY 2022-23 budget.

CARRIED.

(R. Correa – recused)

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

(FY 22-23 Budget Year)

1. Hertz Golf. Requests totaling \$13,000 were made for the following Golf Tournaments, \$5,000 for the April US Kids Golf Tournament, \$5,000 for the May US Kids Golf Tournament and \$3,000 for the Third Street Charities Golf Tournament. Andy Hertz stated that the US Kids tournaments generated 400-500 people and were the largest in the state of Florida. Hertz said the Third Street Charities tournament was mostly out of county participants and the money went back into kids tournaments.
2. Florida B.A.S.S. Nation. Requests totaling \$16,000 were made for the following tournaments, \$8,000 for the Junior/High Spring & South Regional Qualifier Bass Tournament and \$8,000 for the Junior/High Fall & North Regional Qualifier Bass Tournament. Coordinator Jones stated that parents and other family members attend these events creating a big economic impact.
3. Crescent City Yacht Club. A request for \$3,000 was made for the Red White & Boom event. Mayor Myers said this is a big summer event for Crescent City and surrounding communities.

ACTION: Motion G. Bacon, second J. Hodge to award \$10,000 to Hertz Golf with the following breakdown \$4,000 for April US Kids, \$4,000 for May US Kids and \$2,000 for Third Street Charities Golf Tournaments, \$12,000 to Florida B.A.S.S. Nation with the following breakdown \$6,000 for the Junior/High Spring & South Regional and \$6,000 for the Junior/High Fall & North Regional Qualifier Bass Tournaments and \$2,000 to Crescent City Yacht Club for the Red White & Boom from Category A, Events & Activities, FY 2022-2023 budget.

MOTION WITHDRAWN. (By G. Bacon)

SECOND WITHDRAWN. (By J. Hodge)

ACTION: Motion G. Bacon, second M. Myers to award \$13,000 to Hertz Golf with the following breakdown \$5,000 for April US Kids, \$5,000 for May US Kids and \$3,000 for Third Street Charities Golf Tournaments, \$16,000 to Florida B.A.S.S. Nation with the following breakdown \$8,000 for the Junior/High Spring & South Regional and \$8,000 for the Junior/High Fall & North Regional Qualifier Bass

Tournaments and \$3,000 to Crescent City Yacht Club for the Red White & Boom from Category A, Events & Activities, FY 2022-2023 budget.

CARRIED.

4. A request from the City of Palatka for \$15,000 was made for the Blue Crab Festival.

ACTION: Motion J. Hodge, second G. Bacon to award \$10,009 to City of Palatka for the Blue Crab Festival from Category A, Events & Activities, FY 2022-2023 budget.

CARRIED.

(R. Correa – recused)

(FY 23-24 Budget Year)

5. Hertz Golf. Requests totaling \$12,500 were made for the following Golf Tournaments, \$5,000 for the October US Kids, \$2,500 for the December US Kids and \$5,000 for the Skins Game. Andy Hertz said they would have around 300 people in town for the US Kids Tournaments and 140-160 players from out of town for the Skins Game.
6. Putnam County Sheriff's Office Police Athletic League. A request for \$10,000 was made for the Florida State Police Athletic League (PAL) Boxing Tournament. John Brady said this would be their 6th year and they had sold out hotel rooms every year in the last 5 years. This is a sanctioned event and the largest amateur boxing tournament in Florida. Brady also noted this year's venue would be at the CL Overturf Center Gym.

ACTION: Motion G. Bacon, second J. Hodge to award \$12,500 to Hertz Golf with the following breakdown \$5,000 for October US Kids, \$2,500 for December US Kids and \$5,000 for the Skins Game Golf Tournaments, and \$10,000 to Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Championship Boxing Tournament from Category A, Events & Activities, FY 2023-24.

CARRIED.

IV. Matters Requiring Action.

Minutes. The minutes of the September 15, 2022 meeting were presented for approval.

ACTION: Motion J. Hodge, second G. Bacon to approve the minutes of the September 15, 2022 meeting as presented.

CARRIED.

V. Coordinator's Comments.

Jones said last year's bed tax collections were the highest to date and revenues have increased 60% in the last 5 years. Jones reviewed the Visit Putnam app current marketing campaigns and advertisements.

VI. Other Business.

M. Myers asked if the bed tax collections report and other economic data could be added to the Council's packet. R. Correa mentioned the possibility of surveying people at the upcoming Blue Crab Festival.

VII. Adjournment. There being no further business, Chair Turner adjourned the meeting at 9:25 a.m.

Respectfully submitted,



Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council