

MINUTES  
TOURIST DEVELOPMENT COUNCIL  
PUTNAM COUNTY CHAMBER OF COMMERCE (and via ZOOM)  
PALATKA, FL  
March 17, 2021

**Present:** Chairman Harvey, G. Bacon, B. DiCarlo, J. Hodge. M. Myers and T. Miller

**Absent:** T. Hill, T. Smith, and K. Valentine

**Others Present Via Zoom Video:** John Brady, Glen Cale, Michelle Garner, Andy Hertz, and Cindy Trent

**I. Call to Order.** Chair Harvey called the meeting to order at 8:30 a.m. and welcomed new members in attendance.

**II. Category A (Festivals/Events/Sporting) Requests.**

Coordinator Jones reminded members that we had expended all funds in this category in the first grant cycle but due to Azalea Festival cancellation we now had \$9,647.00 that we could reallocate. She also announced that we still had unused funds from COVID-19 cancellations last year in Category C, Large Events & Programs that could be used to fund events if Council members voted to do so.

**(FY 20-21 Budget Year)**

1. Hertz Golf. A sponsorship request for \$24,500.00 was made for the following Golf Tournament. \$1,500 for the April Under Armor Jr. Tour, \$1,500 for the May Under Armor Jr. Tour, \$2,500 for the US Kids Adult Jr., \$2,500 for August US Kids, \$10,000 for FSGA 2021 2<sup>nd</sup> Event, \$2,500 for September US Kids and \$4,000 for Third Street Charities. Andy Hertz stated that all the tournaments brought out of county and state competitors that stayed in local hotels.
2. Florida B.A.S.S. Nation. A sponsorship request for \$7,500.00 was made for the Junior/High School Fall & South Regional Qualifiers Bass Tournament. Coordinator Jones said they anticipate 300 anglers with families staying 3 nights in the county. She added that the direct expenditures for room nights, food, fuel, and miscellaneous are estimated close to \$300,000.00 which should result in an overall half million-dollar impact for the community.

Council members began deliberations and discussed moving the larger events out of Category A and placing in Category C. The FSGA golf tournament and Bass Nation tournament both fit the guideline for large events. Coordinator Jones stated they had funds available.

**ACTION:** Motion J. Hodge, second T. Miller to move FSGA 2021 2<sup>nd</sup> Event Golf Tournament and Junior/High School Fall & South

Regional Qualifiers Bass Tournament into Category C, Promotions & Advertising/Large Projects, FY 2020-21 budget.

**CARRIED.**

ACTION: Motion J. Hodge, second T. Miller to award an \$8,500 sponsorship to Hertz Golf for the following events: \$1,000 for the April Under Armor Jr. Tour, \$1,000 for the May Under Armor Jr. Tour, \$1,500 for the US Kids Adult Jr., \$1,500 for the August US Kids, \$1,500 for the September US Kids and \$2,000 for Third Street Charities Golf Tournaments from Category A, Activities & Events, FY 2020-21 budget.

**CARRIED.**

ACTION: Motion T. Miller, second M. Myers to fund the full requested sponsorship amounts of \$10,000 for the FSGA 2021 2<sup>nd</sup> Event Golf Tournament and \$7,500 for the Junior/High School Fall & South Regional Qualifiers Bass Tournament from Category C, Promotions & Advertising/Large Projects, FY 2020-21 budget.

**CARRIED.**

### **(FY 21-22 Budget Year)**

Coordinator Jones reported that our FY Budget numbers will not be available until August, but she expects a small decrease based on current bed tax revenues. She added a good estimate for Category A FY 2021-22 would be around \$67,000 (a 28% decrease). She stated that the applications presented today for next year's budget needed to be considered now as they are scheduled in the 1<sup>st</sup> quarter.

Hertz Golf. A sponsorship request for \$6,000.00 was made for the following Golf Tournament. \$1,000 for Moose, \$2,500 for Skins and \$2,500 for the US Kids Championship. Andy Hertz said the Skins was a 2-day tournament with 80-90 golfers and the Moose and Skins were 1-day tournaments with some coming from out of state and staying overnight.

Putnam County Sheriff's Office Police Athletic League. A sponsorship request for \$10,000 was made for the Florida State Police Athletic League (PAL) Boxing Tournament. John Brady and Michelle Garner reported that last year there were 219 participants and local hotels were full. Brady said the increase in requested funding was due to costs involved in following CDC guidelines for Covid.

ACTION: Motion Hodge, second Bacon to fund the full sponsorship amounts of \$6,000 to Hertz Golf with the following breakdowns \$1,000 for Moose, \$2,500 for Skins and \$2,500 for US Kids Championship Golf tournaments and \$10,000 to Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Boxing Tournament from Category A, Events & Activities, FY 2021-2022 budget.

**CARRIED.**

### **III. Matters Requiring Action.**

Minutes. The minutes of the September 16, 2020 meeting were presented for approval.

ACTION: Motion Miller, second Hodge to approve the minutes of the September 16, 2020 meeting as presented.

**CARRIED.**

App and/or Mapping Tools. Coordinator Jones discussed Visit Widget mapping tool and app that staff is currently exploring. Jones said it would require a monthly subscription and would be a great investment and marketing tool. She said that this program was being implemented by Visit Florida, Jacksonville, and other large tourism marketing organizations. Jones said they had scheduled a webinar with Visit Widget to see if it was a good marketing tool for Putnam. Chairman Harvey said he was not opposed as we needed to keep up with the times.

ACTION: Motion Hodge, second DeCarlo to approve moving forward with Visit Widget or a similar marketing tool and authorizing funding from Category C Promotions and Advertising.

**CARRIED.**

### **IV. Coordinator's Comments.**

Coordinator Jones said that bed tax revenues are showing a 28% decrease this quarter but still ended up with the 2<sup>nd</sup> highest collections ever for last fiscal year due to a strong first quarter. She thanked the council members for their good choices on events they chose to fund. Jones also said the recent Bassmaster Elite tournament had the highest fan engagement of any Elite event in history and spoke about current and recent television, digital and print ads marketing Putnam County as a visitor destination. Chair Harvey spoke briefly about Covid relief funds.

**V. Adjournment.** There being no further business, Chair Harvey adjourned the meeting at 9:38 a.m.

Respectfully submitted,



Dana Cameron Jones, Coordinator  
Putnam County Tourist Development Council