

MINUTES  
TOURIST DEVELOPMENT COUNCIL  
PUTNAM COUNTY CHAMBER OF COMMERCE  
PALATKA, FL  
MAY 4, 2023

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

**Others Present:** Joycelyn Valentine

**I. Call to Order.** Chairman Turner called the meeting to order at 8:30 am. Turner called for public comments and hearing none, proceeded with the action items.

**II. Matters Requiring Action.**

**A. Minutes.** The minutes of the March 16, 2023 meeting were presented for approval.

ACTION: Motion R. Correa, second J. Hodge to approve the Minutes of the March 16, 2023 meeting as presented.

**CARRIED.**

**III. 2022/2023 Large Event Opportunities.**

MLFLW, LLC Phoenix Bass Fishing League. Coordinator Jones announced we had been invited to submit a proposal to host a BFL Gator Division Super Bass Tournament. She said the host fee would be \$2,000 and deliverables of up to \$2,000. Jones said we still have funds available in Category C, Promotions & Advertising/Large Events/Projects. Jones noted this tournament will have 300 anglers and the economic impact would be great. She stated that we had hosted them once before.

ACTION: Motion M. Myers, second G. Bacon to approve submitting a proposal to host a MLFLW, LLC Phoenix Bass Fishing League - Gator Division Super Bass Tournament and authorizing expenses of \$2,000 host fee and up to \$2,000 for deliverables, from Category C, Promotions & Advertising/ Large Projects, 2022-23 budget.

**CARRIED.**

**IV. 2023/2024 Large Event Opportunities.**

Bassmaster Elite Series. Coordinator Jones announced that we had been invited to submit a proposal for a 2024 Bass Elite Series. Jones presented an overview including economic impact, hotel room nights, media value and exposure. She reminded Council members this was just an invitation to submit a bid and does not mean we will get the event. Jones led a discussion on the requested host fees and deliverables.

ACTION: Motion J. Hodge, second K. Valentine to approve submitting a proposal to host a 2024 Bassmaster Elite Tournament and authorizing expenses for the host fee up to \$75,000 and project deliverables up to \$40,000 from Category C, Promotions & Advertising/ Large Projects, 2023-24 budget.

**CARRIED.**

**V. Coordinators Comments**

Coordinator Jones gave an update on bed tax revenues and stated that she projects we will end the fiscal year over last year's total. She also distributed our newest marketing tool for the Visit Putnam app, a stress-relief phone with QR codes to download the app. Jones gave a quick recap of some recent legislation that if passed, would have been severely detrimental to us and all counties collecting bed tax revenues. She warned that similar legislation will appear next year as they continue to try to not fund Visit Florida.

**VI. Other Business.**

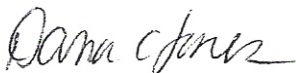
J. Hodge voiced his concerns about the delay for repairing the city dock. He also asked if there was an update on the ship store. Mayor R. Correra said the dock was waiting for a FEMA assessment and the contract for the ship store may be close to being signed.

Jones mentioned the upcoming Wolfson Tournament and some of the issues in the past. She stated her concern for the return of the event should anything go wrong as they can hold this event in other locations.

**VII. Adjournment.**

There being no further business, Chairman Turner adjourned the meeting at 8:46 a.m.

Respectfully submitted,



Dana Cameron Jones, Coordinator  
Putnam County Tourist Development Council