



July 17, 2025 TDC Meeting Minutes



Agenda – Thursday, July 17, 2025 – 10:00 a.m.

Putnam County Chamber of Commerce – Georgia-Pacific Board Room, 1100 Reid Street, Palatka

- I. Call To Order/Roll Call Chair Wilkinson
At 10:06am, Chair Wilkinson called the special TDC Meeting to order. Those in attendance: Chair Leota Wilkinson, Mayor Robbi Correa, Greg Bacon, Beata Dicartlo and Damali Kelly.
Staff present: Laura Pavlus and Kimberly Morgan
Those absent: Mayor Michele Meyers, TJ Smith and Keith Valentine
- II. Public Comment
No public comments made.
- III. Legislative Update and 2025 Marketing Plan Presentation* Kimberly Morgan
Mrs. Morgan made a presentation outlining the state legislative changes, proposed budget and marketing plan for the County. The presentation and detail strategy sheet are included in the minutes. The TDC discussed what expenses were foundational one-time expenses and which were potentially re-occurring expenses. Mayor Michele Meyer submitted a letter of support of the plan in her absence. Robbi Correa made the motion to approve the budget and marketing plan as presented. Greg Bacon seconded the motion. The vote was unanimous to approve the budget and marketing plan as presented.
- IV. TDC Membership Update Chair Wilkinson
 - Resignation of Aashton HodgeChair Wilkinson shared that TDC Member Aashton Hodge has submitted his resignation from the TDC. The County will open Committee applications. Applications will be brought to the next TDC meeting for consideration and a vote of recommendation to bring to the Board of County Commissioners for final approval.
 - Attendance Expectations for Committees of the BOCCCounty requirements are that more than three absences is grounds for removal from the committee.

V. Future TDC Meetings Chair Wilkinson

Chair Wilkinson reminded the TDC that the next meetings are:

- a. September 18, 2025
- b. December 2, 2025

VI. TDC Member Comments Chair Wilkinson

VII. Upcoming Events Kimberly Morgan, VP Tourism

Mrs. Morgan highlighted a couple of upcoming events, specifically the Ever After Farms U-Pick Event and the tour and concert at the AmaraZee ship docked at City Dock.

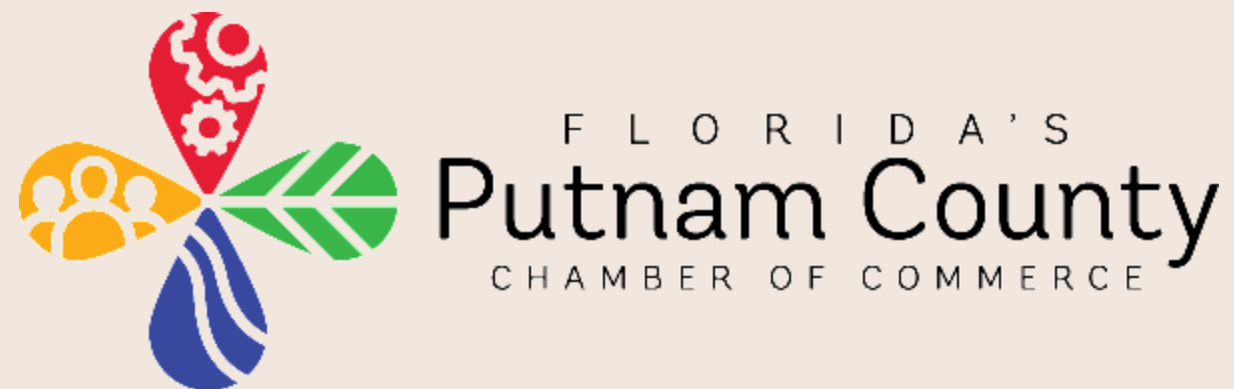
VIII. Adjourn Chair Wilkinson

The meeting was adjourned at 10:58 a.m.

*Signifies an item needing a vote.



2025 Legislative Update and Next Steps



Family enjoying Ravine Gardens State Park

FL Statute 125.0104 – Expanded Permissible Uses

To employ, train, equip, insure, or otherwise fund the provision of lifeguards certified by the American Red Cross, the Y.M.C.A., or an equivalent nationally recognized aquatic training program, for beaches on the Gulf of America or the Atlantic Ocean.

No impact on Putnam County at this time.



Angler at BASS Elite



FL Statute 125.0104 – Expanded Permissible Uses

Currently, only counties collecting at least \$10 million in annual TDT may use TDT funds for certain infrastructure projects. Now includes **fiscally constrained counties adjacent to the Gulf of America or the Atlantic Ocean**. To qualify, counties must still:

- Secure a **two-thirds vote** of the county commission,
- Allocate **at least 40% of TDT revenues to tourism promotion and advertising**,
- Obtain an **independent professional analysis**, and
- Fund **no more than 70%** of the infrastructure project with TDT revenue.

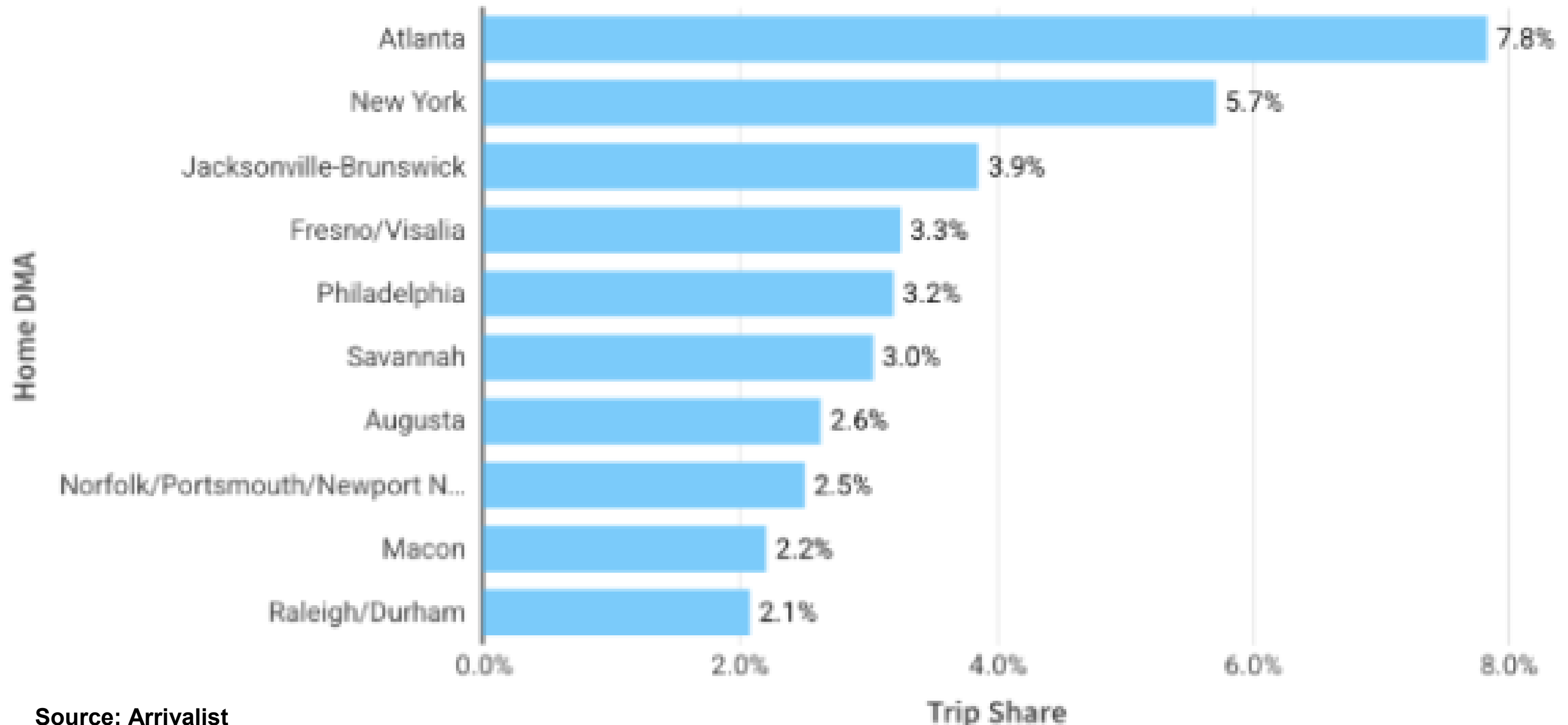
No impact on Putnam County at this time.



Visitation Data – Trip Share by Origin

Trip Share by Origin DMA

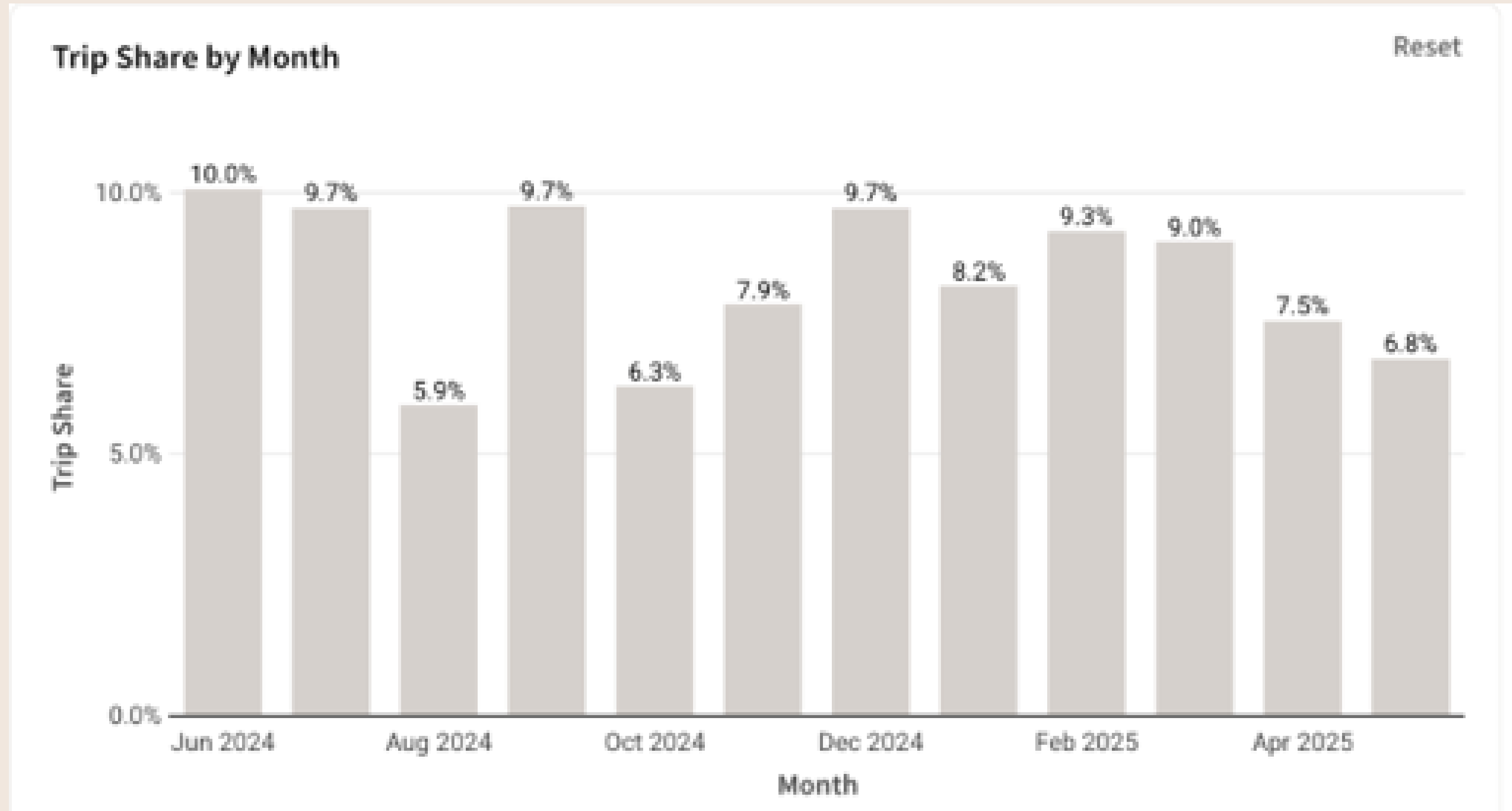
Reset



Source: Arrivalist



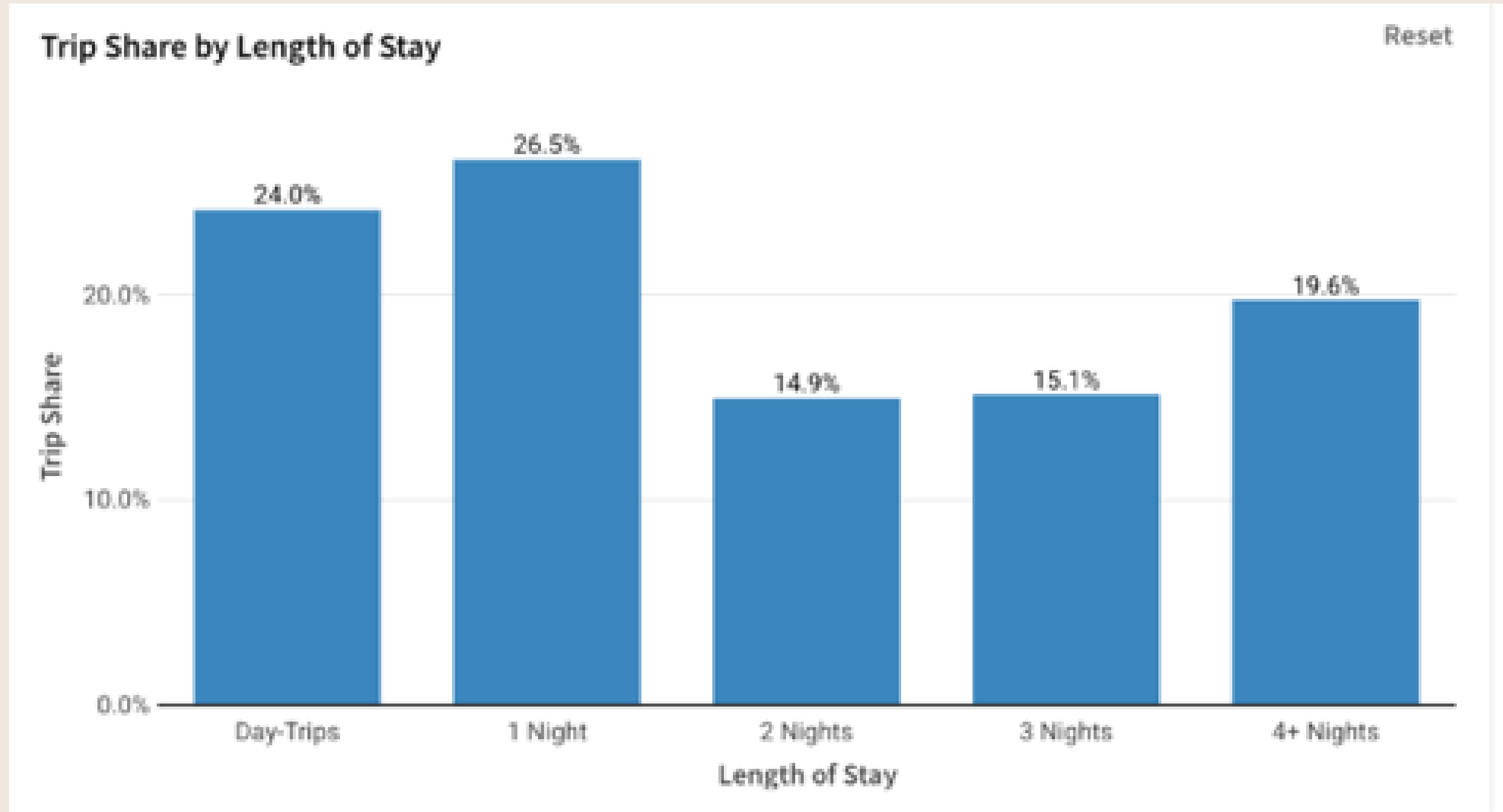
Visitor Research – Trip Share by Month



Source: Arrivalist



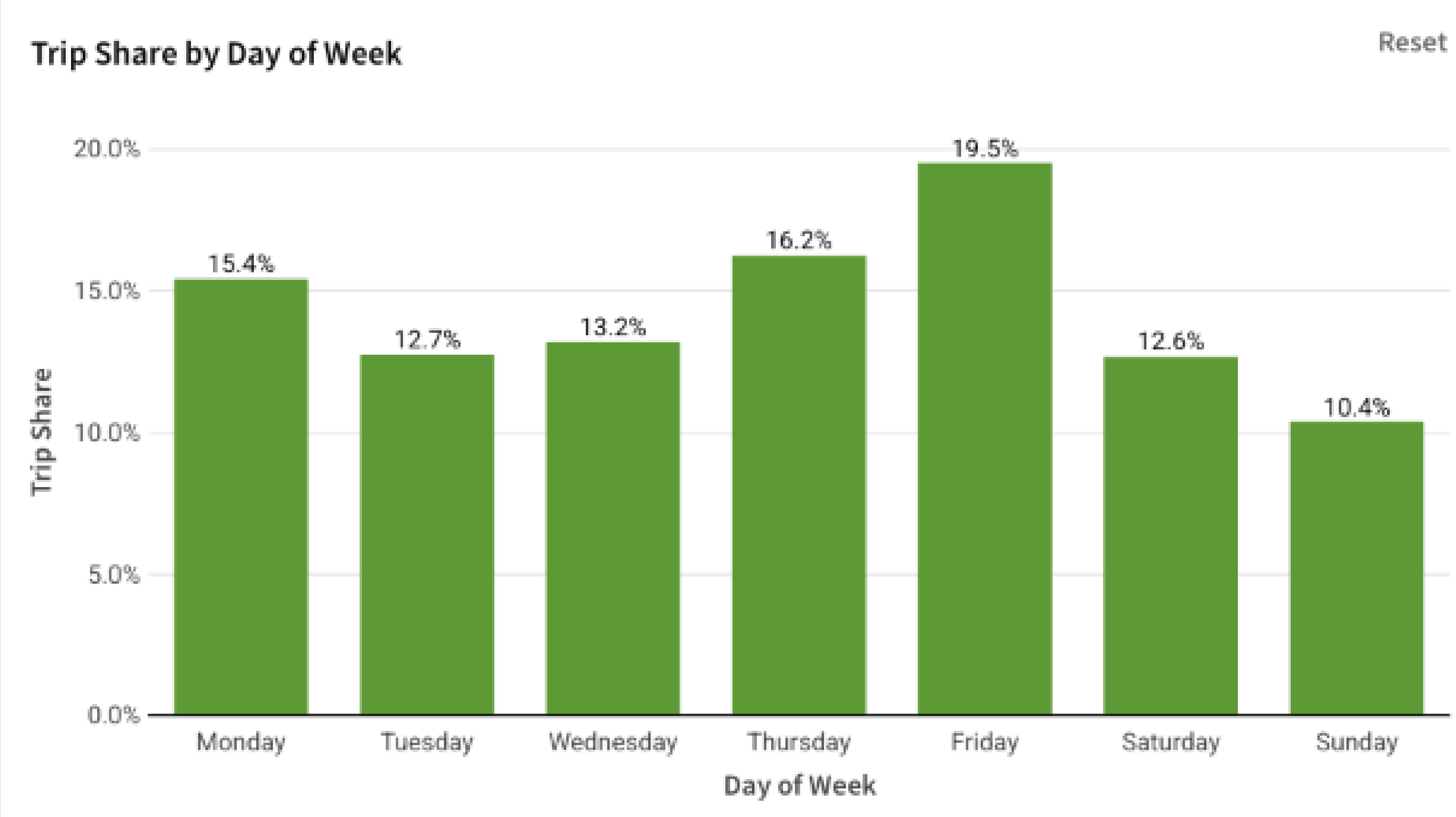
Visitor Research – Length of Stay



Source: Arrivalist



Visitor Research – Trip Share by Day of the Week



Source: Arrivalist



Visitation Data, Goals & ROI

Average Nights in Destination – 2.2 nights - down 10.4% vs. Previous Year

Share of Day Trips – 24% - down 8% vs. Previous Year

Share of Overnights – 76% - up 2.8% vs. Previous Year

Goals:

- Increase May and October market share by 1.5%.
- Convert Day Trippers to One Overnight Stay and One Night to Two Nights by 10% by running an add a day campaign and packaging activities with events.
- Increase Saturday night stays by 3.6%.
- Pursue mid-week (Tues/Wed) group business (hobby, corporate, etc.)

ROI:

Estimated 1,000 units x \$116.74 (Average Daily Rate) x
243.46 days (66.7% occupancy) = \$28,421,520.40 in lodging alone.

A 5% increase would be 261.71 days resulting in an additional \$2,130,505 in lodging alone.

ROI is approximately 195.7%. For every \$1 invested it generated \$2.96 in spending.



Ever After Farms Vineyard

Next steps: Marketing Plan

FY2024-25 with carry forward of some of the funds due to the start of the contracting period; Some projects will be continuous to be competitive in the marketplace.

Project Name – What is the Project?

Gain – What funnel are we filling and what tactic are we using/accomplishing?

Why? – Why do this?

Key Performance Indicators (KPIs) – Describes what SMART (Specific, Measurable, Achievable, Relevant, Time-measured) goals will we be able to obtain from this project.

Presented here in this presentation and in a KPI Map that we will share with the contracted entities providing advertising/marketing services.



Sunset Bat Paddle w Earth Kinship





Brunch at Magnolia Cafe

2025 Marketing Plan

Project: Visitor Research/Strategic Plan

Gain: Research and Data

Why? Determine best next steps for the community in tourism related matters

Key Performance Indicators (KPIs):

- Useful data to develop a baseline measurement so we know what success looks like. The data will help us target the best markets, know when to run ads, align messages/stories/product with audiences, be strategic with marketing investment. Become a resource for industry partners for data - helping businesses be more strategic
- Discovery of who is Putnam's visitor and who could it be? (volume vs. yield)/Seasonality/demographics/ spending data, etc.

Investment: \$35,750

Project: Visitor Research/Branding Study

Gain: Research, Data and Branding

Why? Creates professionalism and aligns community, product and experience and marketing efforts. Gives us an identity in the marketplace.

Key Performance Indicators:

- Helps us tell the story of Putnam County in a unified way.

Investment: \$68,725



2025 Marketing Plan

Project: Photo/Video Shoot

Gain: Awareness and Custom Content; Be competitive in the marketplace

Why? dozens of videos plus photography to tell the story of Putnam County - what makes us different?

Key Performance Indicators (KPIs):

- Professionalism and Branding
- Social Engagement
- Website Engagement
- Control the narrative, strategic messaging and combat negative press
- Measuring conversions will depend on Industry Partners willingness to share if they see an increase in bookings from the markets we're targeting

Investment: \$100,000



Crowd at 2025 BASS Elite



VISIT FLORIDA Co-Op Marketing Projects

Projects:

- Undiscovered Florida – insert in Smithsonian Magazine (\$16,585)
- RAO Video Project (\$3,000)
- Co-Op Social Display (\$7,500)
- Co-Op Social Video (\$7,500)
- Co-Op Remarketing Display (\$3,750)
- Co-Op Remarketing Video (\$7,500)

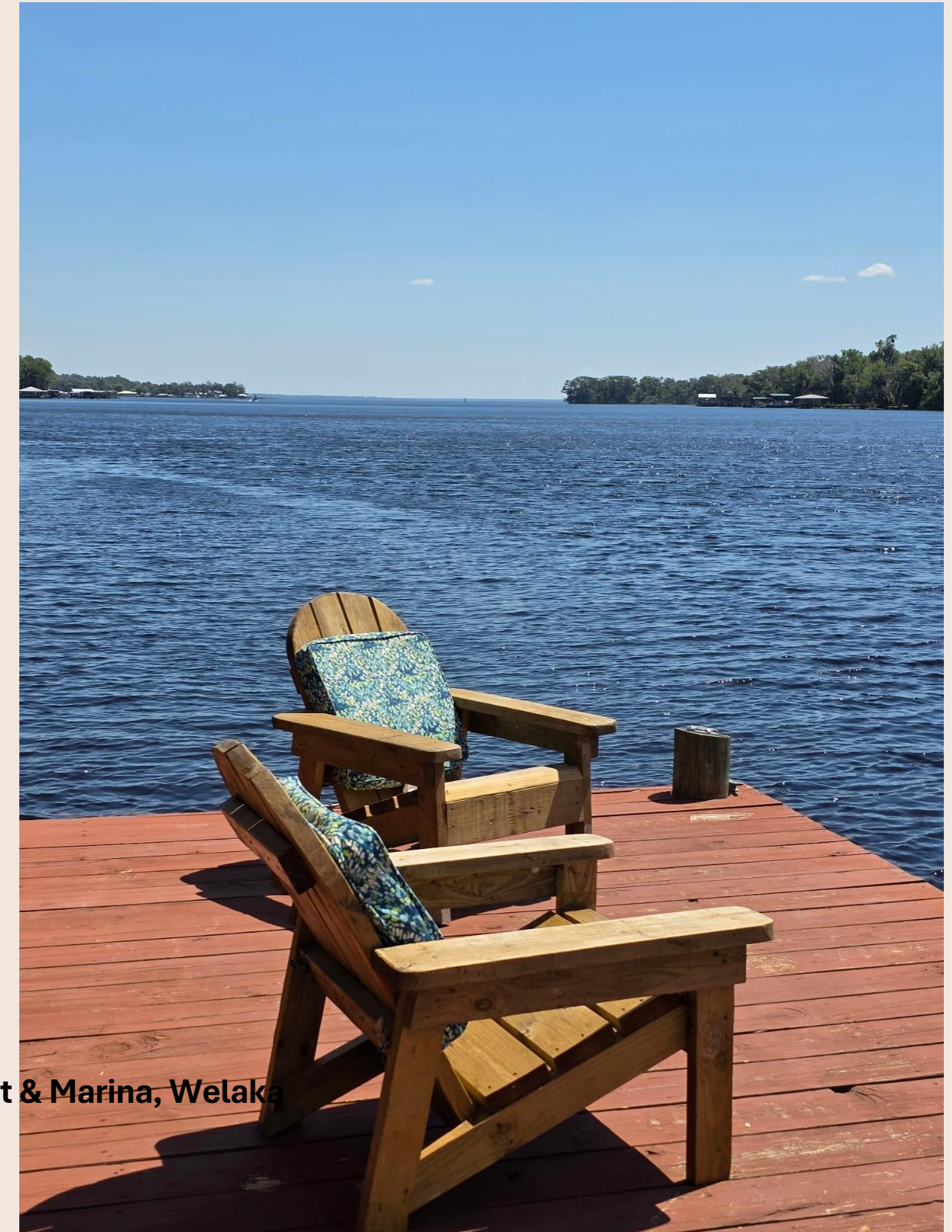
Why? Leveraging VISIT FLORIDA's existing audience and telling the Putnam County story.

Key Performance Indicators (KPIs):

- Boost website engagement and SEO
- Boost social media engagement
- New owned content



Port Cove RV Resort & Marina, Welaka



Content Creator vs. Influencer

Content Creator

- Contracted and paid
- TDC owns the content
- TDC sees finished product before distribution and can request edits
- TDC can make content multi-purpose (blog to multiple social media posts, etc.)
- TDC will use content to boost our visibility (creating our own content for our own audience)

Examples:

- Nature/Outdoor Adventure writer
- Foodie writer
- Fishing writer
- Events

Investment: \$40,000

Influencer

- Contracted and paid
- Influencer owns the content
- Influencer decides what gets distributed when and where
- TDC taps into Influencer's audience in hopes of gaining new engagement.

Examples:

- Misty Wells – Take It Outside!
 - Unation
- Walk & Paddle
 - Live Wildly!



Day trips to take from Orlando

Florida's best destinations, perfect for both tourists and locals!

See all



Silver Springs State Park



Clearwater Beach



Devil's Den



Cedar Lakes Woods & Gardens



St. Augustine

Discover more

Never miss out!

6-month campaign targeting 24-54 year olds in Orlando and Jacksonville

Investment: \$27,500

2025 Marketing Plan

Project: Fish and Boat Florida

Gain: Consideration/Conversion

Why? Expand Visibility in fishing targeted publication w target of out of state visitors

Key Performance Indicators (KPIs):

- Visits
- Growing first party data

Investment: \$6,845

Project: FL Golf Guide (2025 & 2026)

Gain: Awareness

Why? Commemorating the Palatka Golf Club's 100th anniversary

Key Performance Indicators:

- Helps us tell the story of Putnam County in a unified way.

Investment: \$15,800



3 Bananas' Shrimp Po-Boy, Crescent City



Project: Advertising Agency

Gain: Awareness, Consideration and Conversion

Why? Buying power of the agency

Key Performance Indicators (KPIs):

- Website Engagement
- Social Engagement
- Data Alignment

Investment: \$200,000 for brand launch; \$100,000 annually thereafter

Project: Website Development

Gain: Awareness, Consideration and Conversion

Why? The website serves as the HQ for content. Needs include: new navigation for event venues and blogs, need ability to create new landing pages for groups or new initiatives, ADA compliancy, SEO ease and AI tools

Key Performance Indicators (KPIs):

- Website Engagement
- Social Engagement
- Data Alignment

Investment: up to \$150,000

2025 Marketing Plan



Melrose Center





2025 Marketing Plan

Project: Public Relations

Gain: Pitching various Putnam County stories to the most relevant audiences.

Why? It's always more credible and valuable to have someone else tell your story.

Key Performance Indicators (KPIs):

- Awareness
- Media coverage leading to website engagement and social engagement
- Rounds out the marketing plan with traditional media (print, broadcast, etc.)

Investment: \$30,000

Soldier Statue at Riverfront Park,
Palatka



Q & A

Thank you!

Kimberly Morgan
Vice President, Tourism
1100 Reid Street, Palatka
Cell: 386-240-2322
Email: KimberlyMorgan@chamberpc.com



Interlachen Nutrition

Project	Funnel	Tactic	Vendor	Why do this?	Primary KPI	Secondary KPI	Bonus Insights (Learnings)	Measurement Restrictions	Cost	Notes
Visitor Research/ Strategic Plan	Research	Data	Chandler Thinks!	Provides place of origin, income, visitor spend, length of stay, booking window, etc. The data helps us navigate next steps to do and markets to target.	Useful data to develop a baseline measurement so we know what success looks like. The data will help us target the best markets, know when to run ads, align messages/stories/product with audiences, be strategic with marketing investment.	Become a resource for industry partners for data - helping businesses be more strategic and have a better Return On Investment (ROI)	Discovery of who is Putnam's visitor and who could it be? (volume vs. yield)/Seasonality/demographics/spending data, etc.		\$ 35,750	Foundational investment
Visitor Research/ Branding Study	Research	Branding	Chandler Thinks!	Creates professionalism and aligns community, product and experience and marketing efforts. Gives us an identity in the marketplace.	Helps us tell the story of Putnam County in a unified way.		Who is our competition? Seamless messaging, cohesiveness,		\$ 68,725	Foundational investment; serves County and all municipalities
Photo and Video Shoot	Awareness	Custom Content	TBD - RFP is out	Dozens of videos plus photography that we own and can use to tell the story of Putnam County - what makes us different?	Social Engagement, Professionalism, Branding	Website Engagement	Content narrative, strategic messaging, combat negative press	Conversions will depend on Industry Partners willingness to share if they see an increase in bookings from the markets we're targeting	\$ 100,000	Foundational investment; serves County and all municipalities; includes stakeholder workshops
Undiscovered FL - VISIT FLORIDA Co-op - full page	Awareness	Co-branding/ Custom Content	VISIT FLORIDA / Worth Pubs	Insert in Smithsonian Magazine - great story for Bartram Trail to peak interest	Website Engagement; 390,000+ total publication; 1.2 million total publication reader/user; Undiscovered FL Newsletter, Newsletter banners, link ro our website.	1st Party Data Collection (for quarterly newsletters, etc.), SEO	Niche Market demographic		\$ 16,585	Ongoing marketing depending on performance
RAO Video - VISIT FLORIDA Co-op	Awareness	Co-branding/ Custom Content	VISIT FLORIDA	Part of VISIT FLORIDA's video library and	Website Engagement	SEO	This is an in-state programmatic ad.		\$ 3,000	Ongoing marketing depending on performance

VISIT FLORIDA Co-Op Social Display	Awareness	Co-branded Paid Social	VISIT FLORIDA	Reach people that are already exploring FL	Social Media Engagement; 1.4 million impressions	Website Engagement	SEO		\$ 7,500	Ongoing marketing depending on performance
VISIT FLORIDA Co-Op Social Video	Awareness	Co-branded Paid Social	VISIT FLORIDA	Reach people that are already exploring FL	Social Media Engagement; 3.1 million impressions	Website Engagement	SEO		\$ 7,500	Ongoing marketing depending on performance
VISIT FLORIDA Co-Op Remarketing Display	Awareness	Co-branded Paid Social	VISIT FLORIDA	Marketing to people who are returning to Florida for another experience	Social Media Engagement; 660,000 Impressions Guaranteed; VISIT FL's first party data for retargeting and audience extension (lookalikes), plus prospecting and behavioral targeting for enhanced performance.	Website Engagement	SEO		\$ 3,750	Ongoing marketing depending on performance
VISIT FLORIDA Co-Op Remarketing Video	Awareness	Co-branded Paid Social	VISIT FLORIDA	Marketing to people who are returning to Florida for another experience	Social Media Engagement; 512,000 Impressions Guaranteed; VISIT FL's first party data for retargeting and audience extension (lookalikes), plus prospecting and behavioral targeting for enhanced performance.	Website Engagement			\$ 7,500	Ongoing marketing depending on performance

UNATION Campaign	Awareness	Paid Social	UNATION	Test market content in Orlando and Jacksonville	We'll target curious travelers, food lovers, and outdoor adventurers aged 25–54 across the Orlando and Jacksonville metros. This campaign is ideal for couples, families, and friend groups looking for easy weekend escapes full of natural beauty, local charm, and authentic flavor. Using OrbweaverAI's UDATA platform, we built a combined audience of over 3.5 million in these regions who've shown interest in travel, nature, road trips, local food, and seasonal activities. We'll use layered Meta audiences to hone in on behaviors like: "Weekend Getaways" "Family-Friendly Destinations" "Outdoor & Culinary Experiences" "Small-Town Exploration"	Website Engagement	Test repeat visitation from those markets	6-month campaign	\$ 27,500	Reach of 3.5 million; content remains on Unation site after campaign; low hanging fruit of Jax and Orlando markets; opportunity to change perceptions
Fish & Boat FL	Consideration / Conversion	Print	Destination Media	Expand visibility in fishing targeted publication w target of out of state visitors	Website Engagement; quarterly e-newsletter to 250,000 FL Anglers, Print - 60k, Digital edition = 1M+,	Visits			\$ 6,845	Ongoing marketing depending on performance
FL Golf Guide (2025 and 2026)	Awareness	Print	Destination Media	Celebrating Palatka Golf Club 100th - one-time event - high visibility, if we tell the story	Visits; reaching 10 million through print, newsletters, social media, consumer trade shows, email marketing, etc.	Website Engagement			\$ 15,800	Ongoing marketing depending on performance

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