



December 2, 2025 TDC Meeting Minutes



Agenda – Tuesday, December 2, 2025 – 9:00 a.m.

Putnam County Chamber of Commerce – Georgia-Pacific Board Room

1100 Reid Street, Palatka

- I. Call To Order Chair Wilkinson

Chair Wilkinson called the meeting to order at 9:12 a.m. In attendance were Chair Leota Wilkinson, Mayor Robbi Correa, Mayor Michele Myers, Greg Bacon, and Natalie Herrington. Chamber Staff present were Laura Pavlus, Kimberly Morgan, and Sam Camp. Those absent were Keith Valentine, Beata DiCarlo and Damali Kelly

- II. Public Comment

No public comment was received

- III. Approval of Sept. 18, 2025 Meeting Minutes* Chair Wilkinson

Motion to approve minutes made by Robbi Correa; seconded by Leota Wilkinson; Passed Unanimously

- IV. Financial Report Kimberly Morgan, VP Tourism

- a. Bed Tax Collections Update

Chamber staff reviewed the TDT collection update for the month of August. There was a brief discussion between staff and board members about collection trends throughout the past year.

- b. Budget Report – FY24-25 Year-End Budget

Chamber staff reviewed the final FY24-25 budget report. There was brief discussion on the carryforward funds and the County's forecasting of the budget each year.

- c. FY25-26 Budget Update

Chamber staff provided an update on the FY25-26 budget and reviewed the various spending categories and the current anticipated expenditures for each. Board members discussed concerns regarding explicitly marking carryforward dollars, larger project expenses (primarily above \$25,000), and the desire for a reserve or cushion funding for grants moving forward.

Motion to table FY25-26 Budget Approval and schedule a special meeting in January (date to be determined) for further discussion made by Michelle Myers; seconded by Natalie Herrington; Passed Unanimously

- V. TDC Business Update Kimberly Morgan, VP of Tourism
- a. FY25-26 Event Grant Update
Chamber staff provided an update on event grant reimbursements made since the last TDC meeting.
- b. Event Grant Guidelines Revision Update
The board had a brief discussion on the grant application process for next year, including the number of application acceptance periods, timing to align with the County-provided budget, and available funding.
- c. Branding Update
Chamber staff provided an update for the branding work that took place in October 2025, with a presentation on materials planned for January/February 2026.
- d. Marketing Plan Update
- i. Misty Wells
 - ii. Storytelling Videos
 - iii. Content Development
 - iv. RFPs
 - v. Events
- Chamber Staff provided an update on the various efforts surrounding the marketing plan. An airing schedule for the episodes/videos shot by Misty Wells was provided. Several storytelling videos are currently underway, with premiers planned for early 2026. The Chamber is in receipt of responses for RFPs for advertising agencies and web development services (two separate RFPs).*
- VI. FY 2025-26 Grant Requests* Kimberly Morgan, VP of Tourism
- a. Category A
- i. Southern Outlaw Dragboat Association (SODA) - \$6,500*

Motion to approve staff's recommendation of \$6,500 in grant support made by Greg Bacon; seconded by Robbi Correa; Passed Unanimously

ii. National Tractor Pullers Association - \$25,000*

Motion to approve staff's recommendation of \$12,500 in grant support made by Greg Bacon; seconded by Michelle Myers; Passed Unanimously

iii. The InvitationNIL - \$35,000*

Motion to approve staff's recommendation of \$17,500 in grant support made by Robbi Correa; seconded by Greg Bacon; Passed Unanimously

b. Category B

i. Palatka Farmers Market - \$10,000*

Brief discussion by the board on prior funding awarded to the Palatka Farmer's Market earlier in FY25-26. Visit Palatka provided information on use of funds and the success of the farmer's market greatly exceeding expectations, resulting in higher costs.

Motion to approve staff's recommendation of \$10,000 in grant support made by Greg Bacon; seconded by Robbi Correa; Passed 4-1, Yeas: Greg Bacon, Robbi Correa, Natalie Herrington, Leotta Wilkinson - Nays: Michelle Myers

VII. Future TDC Meetings

Chair Wilkinson

Proposed Meeting 2026 Schedule:

February

May

August

November

The board agreed on a special meeting in January to review and approve the FY25-26 budget and set the calendar for the remainder of the fiscal year. Chamber staff will coordinate with the board to find available dates.

VIII. Legislative Update

- FL Tourism Day – January 20-21, 2026
- Rural Days – January 21-22, 2026
- Putnam County Day – February 19, 2026

Chair Wilkinson provided a brief overview of the various legislative days in Tallahassee during the FL legislative session for board members who have not participated before. The Putnam Chamber of Commerce is managing representation at the Rural Days event and Putnam County staff are managing representation at the Putnam County Day event in Tallahassee.

- IX. TDC Member Comments Chair Wilkinson
Board members had a brief discussion on the upcoming legislative session and the possibility of the tourist development tax being addressed again. Chamber staff spoke on the current focus by the state house and senate on ad valorem/property tax eliminations.
- X. Upcoming Events Kimberly Morgan, VP of Tourism
Chamber staff shared a list of upcoming local events for the month of December.
- XI. Adjourn Chair Wilkinson
Meeting adjourned at 11:23am

*Signifies an item needing a vote.