

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
MARCH 11, 2020

Present: Chairman Turner, B. DiCarlo, T. Hill, J. Hodge, T. Miller, D. Jones and J. Linton staff.

Absent: B. Peterson, S. Smith and T. Smith

Others Present: Kate Adornelto, Teju Adkisson, John Brady, Andrea Conover, Linda Crider, Charlie Douglas, Michelle Garner, Andy Hertz, Wayne McClain, David Parsons, Jeff Rawls, Wayne Smith, John Theobald, Lalita Thomas and Elizabeth Van Rensburg.

I. Call to Order. Chair Turner called the meeting to order at 8:30 a.m. and welcomed those in attendance.

II. Public Comment. Wayne McClain, representing the Chamber Board of Directors stated that he was here today to be more involved and supportive and said that the Board intends to be more active in attendance at governmental agency meetings.

III. Category B (Cultural Arts) Requests.

Coordinator Jones presented prior years awarded grant amounts of each applicant and gave the balance available for distribution in this category.

(FY 2019-20 Budget Year)

1. Arts Council of Greater Palatka. A grant request for an additional \$6,950.00 was made for the following events: \$1,600 for Live at the Larimer/Saturday Nite Live, \$3,000.00 for Concert Series and \$2,350 for High Life Jazz Series. All events to be held between Oct. 2019 – Sept. 2020.
2. River City Players. A grant request for \$6,330 was made for the 2020 Productions scheduled for May 13 – 24, 2020 & July 29 – Aug. 9, 2020. Elizabeth van Rensburg spoke about their efforts to re-brand and large groups from outside of Putnam County attending the plays.
3. Bartram Trail Society of Florida. A grant request for \$9,000 was made for the 2020 St. Johns River Bartram Frolic scheduled for Sept. 21 – 27, 2020. Linda Crider said the Frolic continues to grow and they would be receiving additional media coverage this year.

ACTION: Motion Hodge, second Miller to award requests in the full amounts requested, \$6,950 to the Arts Council of Greater Palatka with the following breakdown: \$1,600 for Live at the Larimer/Saturday Nite Live, \$3,000 for Concert Series and \$2,350 for High Life Jazz Series, \$6,330 to River

City Players for the 2020 Productions and \$9,000 to Bartram Trail Society of Florida for the 2020 St. Johns River Bartram Frolic from Category B, Cultural Arts, FY 2019-2020 budget.

CARRIED.

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

Chair Turner gave the balance available for distribution in this category. Coordinator Jones presented prior years awarded grant amounts of each applicant and reminded members they could move some of the larger events to Category C (Promotions & Advertising/Large Projects). Discussion followed.

(FY 2019-20 Budget Year)

1. Wolfson Children's Hospital. A sponsorship request for \$10,000 was made for the Wolfson Bass Tournament scheduled for May 14 – 16, 2020. Coordinator Jones gave a brief review of the event and added that they had not requested TDC funds in about 8 years but needed to now due increased costs of the event.
2. Palatka Young Professionals. A grant request for \$30,000 was made for the Blue Crab Festival scheduled for May 22 – 23, 2020. David Parsons said they would be utilizing Facebook directional marketing along with Channel 4. Parsons also said the Ski Show would be held on Saturday and the Fireworks on Sunday.
3. St. Johns River State College Foundation. A sponsorship request for \$2,000 was made for the 7th Annual Viking 5K Run scheduled for May 22 – 23, 2020. John Theobold and Kate Adornelto said they would be partnering with Blue Crab this year and would be changing the route. Adornelto also mentioned a new Facebook page and a Billboard in Hastings for the event.
4. St. Johns River State College Foundation. A sponsorship request for \$1,500 was made for the Viking Invitational Volleyball Tournament scheduled for Sept. 11 – 12, 2020. John Theobold said it is a 10-match tournament and teams will be coming from as far away as Kansas and all would be staying in hotels. Theobold talked about the live feed and commercials.
5. Hertz Golf. A sponsorship request for \$4,000 was made for the St. Johns River State College Golf Tournament scheduled for Sept. 24, 2020. Andy Hertz said this was the only golf tournament for the college and it would include all campuses.
6. Hertz Golf. A sponsorship request for \$2,500 was made for the 3rd Street Charities Golf Tournament scheduled for Sept. 26, 2020. Andy Hertz said this tournament raises money for local kids and about half of the participants stay in local hotels. Discussion followed.

ACTION: Motion Hodge, second Hill to take the two large events, Wolfson Childrens Hospital Bass Tournament and Blue Crab Festival out of Category A and move to Category C, Promotions & Advertising/Large Projects, 2019-20 budget and fund at the following levels: Wolfson \$10,000 and Blue Crab \$15,000.

CARRIED.

ACTION: Motion Miller, second Hodge to award the remaining Category A requests in the full amounts requested; \$2,000 to St. Johns River State College Foundation for the 7th Annual Viking 5K Run and \$1,500 for the Viking Invitational Volleyball Tournament, \$4,000 to Hertz golf for the SJRSC Golf Tournament and \$2,500 for the 3rd Street Charities Golf Tournament from Category A, Events & Activities, FY 2019-2020 budget.

CARRIED.

1 NAY: T. Hill

(FY 2020-21 Budget Year)

Coordinator Jones said the amount to be available for this category for FY 2020-21 is unknown at this time and as long as revenues continue to increase it should be around the same or more than this year's \$74,000. Jones then presented prior years awarded grant amounts of each applicant. She reminded Council members that these requests are ahead of budget year due to their early dates. She cautioned they will also have two more grant cycles with applicants requesting funds.

1. Hertz Golf. A sponsorship request for \$1,000 was made for the Palatka Moose Golf Tournament scheduled for Oct. 10, 2020. Hertz said a good percentage of the people stay in our hotels.
2. Putnam County Sheriff's Office Police Athletic League. A sponsorship request for \$8,000 was made for the Florida State Police Athletic League (PAL) Boxing Tournament scheduled for Nov. 6 - 8, 2020. John Brady and Michelle Garner said last year there were 300 participants and only 10 from Putnam County so local hotels were full. Brady said this was the largest amateur boxing tournament in Florida and they hope to keep it in Putnam County.
3. Palatka Golf Club. A sponsorship request for \$5,000 was made for the St. Johns River Skins Golf Tournament scheduled for Dec. 19 - 20, 2020. Andy Hertz said this is a pro tournament and they should also get about 2000 spectators.
4. Palatka High School Basketball Program & Booster Club. A sponsorship request for \$5,000 was made for the Annual Jarvis Williams Holiday

Basketball Tournament scheduled for Dec. 28 - 30, 2020. Lalita Thomas said 60 teams were invited requiring more hotels room nights than in past years. Deliberations followed.

ACTION: Motion Hill, second Hodge to award \$750 to Hertz Golf for the Moose and \$2,000 for the St. Johns River Skins Golf Tournaments, \$8,000 to Putnam County Sheriff's Office Police Athletic League for the Florida State Police Athletic League (PAL) Boxing Tournament and \$4,000 to PHS Basketball Program & Booster Club for the Annual Jarvis Williams Holiday Basketball Tournament from Category A, Events & Activities, FY 2020-21 budget.

CARRIED.

V. Matters Requiring Action.

Minutes. The minutes of the December 19, 2019 meeting were presented for approval.

ACTION: Motion Hodge, second Miller to approve the minutes of the December 19, 2019 meeting as presented.

CARRIED.

VI. Chairman's Comments. Chair Turner thanked all for attending and said the next grant funding meeting would be in September.

VII. Coordinator's Comments. Coordinator Jones announced that bed tax revenues continue to increase and stated that we have a 35% increase this quarter compared to same quarter last year. Jones mentioned recent conversations with FLW and Bass Elite regarding bids to hold these tournaments in Putnam County in 2021. Jones also said that staff would try to visit an MLF Pro event in Kissimmee scheduled for May 16 – 20.

VIII. Other Business. Hill suggested we hold an annual TDC workshop to brush up on standards, duties and Florida Statutes. Jones said that we could plan that for either of the two meetings we do not have grant awards. She said we could look to schedule anytime between April- June as we will need to hold a meeting for the quarter. Hill reported on his recent conversations with Angela Suggs, President, Florida Sports Foundation and suggested we become members.

IX. Adjournment. There being no further business, Chair Turner adjourned the meeting at 9:16 a.m.

Respectfully submitted,



Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council