

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
JULY 23, 2020

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

Absent: Mayor Hill and Mayor Peterson.

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

II. **Matters Requiring Action.**

A. **Minutes.** The minutes of the March 11, 2020 meeting were presented for approval.

ACTION: Motion T. Miller, second T. Smith to approve the Minutes of the March 11, 2020 meeting as presented.

CARRIED.

B. **Bed Tax Collection Status.** Coordinator Jones said the bed tax collections have not decreased as much as we anticipated due to the COVID pandemic. She added that the first 2 quarters were so strong that we are already at \$367,000 for the year and expect to end the year with at least \$420,000. Jones said we should not have to use any reserve funding. Jones gave a brief update on the proposed budget for FY 2020-21 which will be presented at the next meeting.

C. **Consideration of 2021 Large Event Opportunities.** Coordinator Jones announced that we had been invited to submit proposals for two nationally televised events; a 2021 Bass Elite Series event and a 2021 FLW Pro Circuit event. Jones presented an overview of both events, including economic impact, hotel room nights, media value and exposure. Jones added that if we are approved to host one or both events, it would be confidential until both make official announcements. She reminded Council members these were just proposals and does not mean we will get the events. Jones led a discussion on the requested host fees and deliverables.

ACTION: Motion T. Smith, second J. Hodge to approve submitting a proposal to host a 2021 Bassmaster Elite Tournament and authorizing expenses up to \$75,000 for the host fee and up to \$40,000 for deliverables, from Category C, Promotions & Advertising/ Large Projects, 2020-2021 budget.

CARRIED.

Jones spoke about possible conflicting dates for the events, as both had previously mentioned early February and then one shifted to late January or early February. Discussion followed and by consensus, council members directed staff to have discussions with Bass Elite coordinator first as they should take priority. She also reminded everyone that we are just in the discussing stage and both events are competitive so may end up with one of the two, none or both.

ACTION: Motion T. Smith, second Hodge to approve submitting a proposal to host a 2021 FLW Pro Circuit Tournament, and authorizing expenses up to \$65,000 for the host fee and up to \$20,000 for deliverables, from Category C, Promotions & Advertising/ Large Projects, 2020-2021 budget.
CARRIED.

III. Chairman Comments

Chairman Turner thanked Council members for their service and attendance today.

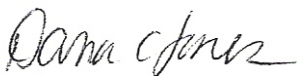
IV. Coordinators Comments

Coordinator Jones announced the redesign of our digital and television campaigns that speak to having the perfect environment for family vacations or weekend get-a-ways. She added the messaging reflects safe options for both during and after the pandemic and focuses on outdoor opportunities.

V. Adjournment.

There being no further business, Chair Turner adjourned the meeting at 9:03 a.m.

Respectfully submitted,



Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council