

MINUTES
TOURIST DEVELOPMENT COUNCIL (Combined with ZOOM)
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
SEPTEMBER 15, 2021

Present: Chairman L. Harvey, G. Bacon, J. Hodge, T. Miller, M. Myers, K. Valentine, D. Jones, and J. Linton staff.

Others Present: Brian Bergen, Debbie Brauneck, Kaye Hope, Bill Markham, Meri-lin Piantanida, Vito Russo, Caytlyn Smith, Jack Smith, Lalita Thomas and Elizabeth van Rensburg.

Others Present (via ZOOM): Walt Braithwaite, Matt Cohen, Deborah Evans, Ernie Evans, Marshall Fulghum and Andy Hertz.

I. Call to Order. Chairman Harvey called the meeting to order at 8:30 a.m. TDC Coordinator D. Jones conducted roll call and announced a quorum was present.

II. Category B (Cultural Arts) Grant Requests. Coordinator Jones stated the total available funds for FY2021-22 is approximately \$47,931 and said this is the 1st of 2 grant cycles for the year. She also noted that the 13th Annual Fall Bluegrass Festival was eligible to move to Category B. Cultural Arts for consideration or remain in Category A Events & Activities.

ACTION: Motion T. Miller, second G. Bacon to move the 13th Annual Palatka Fall Bluegrass Festival from Category A Events & Activities to Category B Cultural Arts, FY 2021-2022 budget for funding consideration.

CARRIED

1. Arts Council of Greater Palatka. A request for a total of \$15,050.00 was made for the following events: \$3,600.00 for Live at the Larimer/Saturday Nite Live, \$5,500.00 for Concert Series, \$1,600.00 for Gallery Exhibits and \$4,350.00 for High Life Jazz Series. Coordinator Jones said some of the events could come back to the second cycle because the dates were spread throughout the year.
2. Southside Historical Neighborhood Association. A request for \$8,400.00 was made for the Palatka Porchfest Music Festival. Vito Russo said they are coordinating with downtown businesses for activities to move the porchfest crowd into downtown after the music festival ends.
3. River City Players. Coordinator Jones said there was an error on the agenda and the requested amount should be \$3,300 for each of the two events for a total of \$6,600. Elizabeth van Rensburg and Kaye Hope spoke briefly about the productions and the extended advertising.

4. Rodeheaver Boys Ranch. A request for \$8,550.00 was made by Evans Media Source for the 13th Annual Palatka Fall Bluegrass Festival. Ernie Evans said this event brought many overnight visitors. Coordinator Jones stated that TDC funded advertising must be outside of Putnam County to be eligible for reimbursement. Chair Harvey suggested we consider all applicants in this category together as one action item.

ACTION: Motion M. Myers, second J. Hodge to fully fund the following events as presented, with the condition that these events could not come back to the second grant cycle of the 2021-2022 budget year for additional funding. Awarded \$15,050.00 to the Arts Council of Greater Palatka with the following breakdown: \$3,600.00 for Live at the Larimer/Saturday Nite Live, \$5,500.00 for Concert Series, \$1,600.00 for Gallery Exhibits and \$4,350.00 for High Life Jazz Series, \$8,400.00 to the Southside Historical Neighborhood Association for Palatka Porchfest Music Festival, \$6,600.00 to River City Players for 2021 & 2022 Productions and \$8,550.00 to Evans Media Source for the Rodeheaver Boys Ranch 13th Annual Palatka Fall Bluegrass Festival from Category B, Cultural Arts, FY 2021-2022 budget.

CARRIED

III. Category A (Events & Activities) Grant/Sponsorship Requests. Coordinator Jones spoke briefly about the availability of funds. She added that \$16,000 had already been allocated and we still have a second grant cycle for this year.

1. Florahome Park and Heritage Association. A request for \$4,000.00 was made for the Celebrate Trails Cycling Event. Coordinator Jones said there was an error on the agenda and the requested amount should be \$4,000. Meri-lin Piantanida said the event would have around 150 riders, multiple cycling tours, dinner and live music.
2. Round Canopy Parachuting Team USA. A request for \$3,364.00 was made for Operation Black Cat V. Bill Markham said this event would bring about 300 Vietnam Veteran Paratroopers participating in jumps over several days. He added that most would be staying in hotels for seven days.
3. Toys Tour Inc. A request for \$15,000.00 was made for the 2021 Toys Tour. Walt Braithwaite said this was a three-day event with a fun run, toys tour, kids party and boat parade. He stated that he anticipates over 300 boats to participate.
4. Downtown Palatka Experiences/Downtown Palatka Inc. A request for \$9,300.00 was made for the 75th Florida Azalea Festival. Coordinator Jones said this event had been funded last year but cancelled due to Covid.

5. PHS Basketball & Booster Club. A request for \$5,000.00 was made for the Annual Jarvis Williams Holiday Basketball Shoot-Out. Lalita Thomas said this event is open to all schools and they expected to have 8 girls and 8 boys teams participating.
6. Crappie USA. A request for \$4,500.00 was made for the Team Crappie Tournament. Jack Smith said they expected 45-75 boats and this event will be promoted on the Pursuit Channel.
7. St. Johns River State College Baseball. A request was made for \$10,000.00 for the following baseball tournaments: \$5,000.00 for the Capital City Bank Classic and \$5,000.00 for the John Tindall Classic. Brian Bergen and Cady Smith said both tournaments generate 65-85 hotel room nights and mentioned umpires and baseballs as significant costs for the tournaments.
8. St. Johns River State College Volleyball. A request was made for \$1,500.00 for the Viking Classic Beach Volleyball Tournament. Matt Cohen said 8 teams consisting of 80 players would participate.
9. Rotary Club of Palatka Sunrise. A request for \$2,000.00 was made for the 2022 Azalea Pickleball Tournament. Marshall Fulghum said they anticipate 300-325 participants for the two-day event.
10. Hertz Golf. A request was made for \$36,000.00 for the following golf tournaments: \$3,000.00 for Palatka PAL, \$7,500.00 for Jr. Azalea, \$10,000.00 for Sr. Azalea, \$10,000.00 for Azalea, \$2,500.00 for Foundation for Rural Education and \$3,000.00 for April US Kids. Andy Hertz spoke briefly about each tournament and the significant hotel night stays generated by golf tournaments.

Coordinator Jones announced that some of these applications could be considered in Category C Large Events/Projects FY 2021/22. Discussion followed.

ACTION: Motion T. Smith, second Hodge to award \$18,000.00 to Hertz Golf for the following golf tournaments: \$1,000.00 for Palatka PAL, \$3,000.00 for Jr. Azalea, \$6,000.00 for Sr. Azalea, \$6,000.00 for Azalea, \$1,000.00 for Foundation for Rural Education and \$1,000.00 for April US Kids. \$3,364.00 to Round Canopy Parachuting Team USA for Operation Black Cat V, \$8,000.00 to Toys Tour Inc. for the 2021 Toys Tour, \$9,000.00 to Downtown Palatka/Downtown Palatka Experiences for the 75th Florida Azalea Festival, \$3,500.00 to PHS Basketball & Booster Club for the Annual Jarvis Williams Holiday Basketball Shoot-Out, \$3,000.00 to Crappie USA for the Team Crappie Tournament, \$2,500.00 to SJRSC for the Capital City Classic Baseball Tournament, \$2,500.00 to SJRSC for the

John Tindall Baseball Tournament, \$1,000.00 to SJRSC for the Viking Classic Beach Volleyball Tournament, \$1,000.00 to Rotary Club of Palatka Sunrise for the 2022 Azalea Pickleball Tournament and \$2,250.00 to Florahome Park and Heritage Association for the Celebrate Trails Cycling Event, from Category A, Events & Activities, FY 2021-2022 budget.

MOTION WITHDRAWN
SECOND WITHDRAWN

ACTION: Motion G. Bacon, second J. Hodge to move Azalea & Sr. Azalea Golf Tournaments to Category C Promotions & Advertising Large Events/Projects and fund each at \$8,000.00 for a total of \$16,000.00 from FY 2021-2022 budget.

CARRIED

ACTION: Motion G. Bacon, second M. Myers to move 75th Florida Azalea Festival to Category C Promotions & Advertising Large Events/Projects and fund at \$9,300.00 from FY 2021-2022 budget.

CARRIED

ACTION: Motion G. Bacon, second T. Miller to award \$3,364.00 to Round Canopy Parachuting Team USA for Operation Black Cat V, \$8,000.00 to Toys Tour Inc. for the 2021 Toys Tour, \$4,000.00 to PHS Basketball & Booster Club for the Annual Jarvis Williams Holiday Basketball Shoot-Out, \$4,000.00 to Crappie USA for the Team Crappie Tournament, \$5,000.00 to SJRSC for the Capital City Classic Baseball Tournament, \$5,000.00 to SJRSC for the John Tindall Baseball Tournament, \$1,500.00 to SJRSC for the Viking Classic Beach Volleyball Tournament, \$2,000.00 to Rotary Club of Palatka Sunrise for the 2022 Azalea Pickleball Tournament, \$2,250.00 to Florahome Park and Heritage Association for the Celebrate Trails Cycling Event, \$10,000.00 to Hertz Golf for the following golf tournaments: \$1,000.00 for Palatka PAL, \$5,000.00 for Jr. Azalea, \$2,000.00 for Foundation for Rural Education and \$2,000.00 for April US Kids and from Category A, Events & Activities, FY 2021-2022 budget.

CARRIED

IV. Action Items.

A. Minutes. The minutes of the May 19, 2021 meeting were presented for approval.

ACTION: Motion J. Hodge, second K. Valentine to approve the minutes of the May 19, 2021 meeting as presented.

CARRIED

B. Budget. Coordinator Jones gave a summary of the proposed budget for FY 2021-2022. She said it is the same as last year for now and county administration will give us the final budget number soon and if it is different, a revised budget will be submitted at the next meeting.

ACTION: Motion G. Bacon, second J. Hodge to approve the tentative FY 2021-2022 Budget as presented.

CARRIED

V. Coordinator's Comments. Coordinator Jones reported that bed tax revenues were already at \$508,000.00 and back to pre-pandemic numbers and stated that bed tax revenues had grown 172% over the last 10 years. Jones gave a brief demonstration of the Visit Putnam App on the kiosk. She announced that Dovetail Games would soon be releasing the Bassmaster Fishing 2022 video game and our community was one of the eight venues selected for the game. Jones concluded by reporting that the MLF/FLW event scheduled for October 21-23 will have over 300 anglers and they will average 5 nights in market for practice days which will create a huge economic impact.

VI. Chairman's Comments. Chair Harvey thanked Council members for their service.

VII. Adjournment. Chairman Harvey adjourned the meeting at 10:25 am.

Respectfully submitted,



Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council