

MINUTES
TOURIST DEVELOPMENT COUNCIL (Combined with ZOOM)
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
SEPTEMBER 16, 2020

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

Others Present (via ZOOM): Mike Adams, Teju Adkisson, Denise Aiken, Glen Cale, Sam Carr, Sam Deputy, Susan Frank, Marshall Fulghum, Andy Hertz, Chris Hoover, Vito Russo, John Theobold and Elizabeth van Rensburg.

I. Call to Order. Chairman Turner called the meeting to order at 8:34 a.m. TDC Coordinator D. Jones conducted roll call.

II. Category B (Cultural Arts) Grant Requests. Coordinator Jones stated that this is the first of two grant cycles and we have \$49,465.00 available in this category for the year with \$33,802.00 requested in this grant cycle. Jones reminded members they should save funds in each category for the 2nd cycle.

1. Arts Council of Greater Palatka. A request for a total of \$15,150.00 was made for the following events: \$3,700.00 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. Denise Aiken said the arts Council would not conduct Everything Chocolate this year.
2. Southside Historical Neighborhood Association. A request for \$6,352.00 was made for the Palatka Porchfest Music Festival. Vito Russo gave a brief review of the event said vendor fees were not charged so everyone could participate. He added once the event is established those fees would be introduced.
3. River City Players. A request for \$3,300.00 was made for 2020 & 2021 Productions. Elizabeth van Rensburg said they were excited to get back on track with the plays.
4. Bartram Trail Society of Florida. A request for \$9,000.00 was made for the 2021 St. Johns River Bartram Frolic. Sam Carr said the educational portion would be separated from the Frolic and a symposium will be added with six speakers from out of town. Carr thanked TDC staff, Jones and Linton for all of their help and support.

ACTION: Motion J. Hodge, second S. Smith to award \$15,150.00 to the Arts Council of Greater Palatka with the following breakdown: \$3,700.00 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, \$6,352.00 to the Southside Historical

Neighborhood Association for Palatka Porchfest Music Festival, \$3,300.00 to River City Players for 2020 & 2021 Productions and \$9,000.00 to the Bartram Trail Society of Florida for 2021 St. Johns River Bartram Frolic from Category B, Cultural Arts, FY 2020-2021 budget.

CARRIED

III. Category A (Events & Activities) Grant/Sponsorship Requests. Coordinator Jones reminded Council members that this is the first of two grant cycles and they have already granted \$14,750 from this budget year which leaves approximately \$59,500 for the entire year. Jones mentioned that if they desired to award more than half or up to \$58,800.00, funds could be brought up from the additional carry-forward funds for 2nd cycle.

1. Hartz Golf. A request was made for \$36,500.00 for the following golf tournaments: \$2,500.00 for FSGA Jr. Tour, \$4,000.00 for SJRSC, \$2,500.00 for US Kids (Jan.), \$2,500.00 for the Palatka PAL, \$5,000.00 for Jr. Azalea, \$5,000.00 for Sr. Azalea, \$7,500.00 for Azalea, \$2,500.00 for Foundation for Rural Education, \$2,500 for US Kids (Apr.), and \$2,500.00 for US Kids (Sept.). Andy Hartz spoke about the economic impact from the numerous out of town participants and said the FSGA Jr. Tour for Jan.9, 2020 had been cancelled.
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4. Rotary Club of Palatka Sunrise. A request for \$2,000.00 was made for the 2021 Azalea Pickleball Tournament. Marshall Fulghum said they anticipate over 60 teams with 80% of the 225 competitors from outside of Putnam County.
5. Downtown Palatka Experiences/Downtown Palatka Inc. A request for \$19,000.00 was made for the 75th Annual Azalea Festival. Sam Deputy said they will be reworking the whole event due to Covid-19 and will adhere to CDC guidelines for spacing and breaking down the crowds.

Coordinator Jones told the council they could use Category C carryforward revenues anywhere they wanted. She added that none of these applicants today could come to

the second cycle except for US Kids golf tournament scheduled for September, due to event dates. By consensus, with agreement from the applicant, the request for the Sept. 20, 2021 US Kids Golf Tournament will be moved to the second grant cycle in February. More discussion followed concerning moving funds into Category A for the second cycle if we had the need.

ACTION: Motion T. Smith, second Hodge to award \$29,500.00 to Hertz Golf for the following golf tournaments: \$4,000.00 for SJRSC, \$2,000 for US Kids (Jan), \$2,000 for Palatka PAL, \$5,000.00 for Jr. Azalea, \$5,000.00 for Sr. Azalea, \$7,500.00 for Azalea, 2,000.00 for Foundation for Rural Education and \$2,000.00 for US Kids (Apr.), \$6,000.00 to Florida B.A.S.S. Nation for the Junior/High School State Qualifier, \$5,000.00 to SJRSC for the Capital City Bank Classic, \$5,000.00 to SJRSC for the John Tindall Classic, \$2,000.00 to Rotary Club of Palatka Sunrise for the 2021 Azalea Pickleball Tournament and \$10,000.00 to Downtown Palatka Experiences/Downtown Palatka, Inc. for the 75th Annual Azalea Festival, from Category A, Events & Activities, FY 2020-2021 budget.

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5. MLF/FLW. A request \$17,000.00 host fee with up to \$11,000.00 in deliverables was made for the 2021 Phoenix FLW Series Bass Tournament. Chris Hoover said dates of the tournament would be Oct. 21-23, 2021 and there would be 165-175 anglers and co-anglers and would generate 1100-1200 room nights. Coordinator Jones told council they could consider funding out of Category C, Large Events.

ACTION: Motion T. Miller, second S. Smith to award \$17,500.00 for host fee and up to \$11,000.00 for deliverables to MLF/FLW for the 2021 Phoenix FLW Series Bass Tournament from Category C, Promotions & Advertising, FY 2021-2022 budget.

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IV. Action Items.

A. Minutes. The minutes of the July 23, 2020 meeting were presented for approval.

ACTION: Motion Hodge, second T. Smith to approve the minutes of the July 23, 2020 meeting as presented.

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B. Budget. Jones gave a summary of the proposed budget for FY 2020/21. She explained carryforward revenues from cancellations caused by Covid-19 are not complete so the numbers they see and approve today may be slightly larger.

ACTION: Motion Hodge, second Miller to approve the FY 2020-2021 Budget as presented.

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C. TDC Appointment. A recommendation for the reappointment of T.J. Smith was presented for approval, current term ends this month.

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V. Coordinator's Comments. Coordinator Jones said bed tax revenues were on track due to the strong first quarter. Due to the pandemic, we had a 22% drop in May, but back to normal in June and we will finish the year around \$490,000. Jones stated that FLW Pro Circuit will not be coming in 2021 due to date conflicts. Jones also spoke about the new social distancing commercial running in Asheville and Baton Rouge markets as well as the digital campaign in Mobile, Charlotte and Atlanta markets.

VI. Adjournment. Chairman Turner adjourned the meeting at 9:57 am.

Respectfully submitted,



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the second cycle except for US Kids golf tournament scheduled for September, due to event dates. By consensus, with agreement from the applicant, the request for the Sept. 20, 2021 US Kids Golf Tournament will be moved to the second grant cycle in February. More discussion followed concerning moving funds into Category A for the second cycle if we had the need.

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IV. Action Items.

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ACTION: Motion T. Smith, second Hodge to award \$29,500.00 to Hertz Golf for the following golf tournaments: \$4,000.00 for SJRSC, \$2,000 for US Kids (Jan), \$2,000 for Palatka PAL, \$5,000.00 for Jr. Azalea, \$5,000.00 for Sr. Azalea, \$7,500.00 for Azalea, 2,000.00 for Foundation for Rural Education and \$2,000.00 for US Kids (Apr.), \$6,000.00 to Florida B.A.S.S. Nation for the Junior/High School State Qualifier, \$5,000.00 to SJRSC for the Capital City Bank Classic, \$5,000.00 to SJRSC for the John Tindall Classic, \$2,000.00 to Rotary Club of Palatka Sunrise for the 2021 Azalea Pickleball Tournament and \$10,000.00 to Downtown Palatka Experiences/Downtown Palatka, Inc. for the 75th Annual Azalea Festival, from Category A, Events & Activities, FY 2020-2021 budget.

CARRIED

5. MLF/FLW. A request \$17,000.00 host fee with up to \$11,000.00 in deliverables was made for the 2021 Phoenix FLW Series Bass Tournament. Chris Hoover said dates of the tournament would be Oct. 21-23, 2021 and there would be 165-175 anglers and co-anglers and would generate 1100-1200 room nights. Coordinator Jones told council they could consider funding out of Category C, Large Events.

ACTION: Motion T. Miller, second S. Smith to award \$17,500.00 for host fee and up to \$11,000.00 for deliverables to MLF/FLW for the 2021 Phoenix FLW Series Bass Tournament from Category C, Promotions & Advertising, FY 2021-2022 budget.

CARRIED

IV. Action Items.

A. Minutes. The minutes of the July 23, 2020 meeting were presented for approval.

ACTION: Motion Hodge, second T. Smith to approve the minutes of the July 23, 2020 meeting as presented.

CARRIED

B. Budget. Jones gave a summary of the proposed budget for FY 2020/21. She explained carryforward revenues from cancellations caused by Covid-19 are not complete so the numbers they see and approve today may be slightly larger.

ACTION: Motion Hodge, second Miller to approve the FY 2020-2021 Budget as presented.

CARRIED

C. TDC Appointment. A recommendation for the reappointment of T.J. Smith was presented for approval, current term ends this month.

ACTION: Motion Hodge, second Miller to approve the recommendation for the reappointment of T.J. Smith as presented.

CARRIED

V. Coordinator's Comments. Coordinator Jones said bed tax revenues were on track due to the strong first quarter. Due to the pandemic, we had a 22% drop in May, but back to normal in June and we will finish the year around \$490,000. Jones stated that FLW Pro Circuit will not be coming in 2021 due to date conflicts. Jones also spoke about the new social distancing commercial running in Asheville and Baton Rouge markets as well as the digital campaign in Mobile, Charlotte and Atlanta markets.

VI. Adjournment. Chairman Turner adjourned the meeting at 9:57 am.

Respectfully submitted,



Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council

MINUTES
TOURIST DEVELOPMENT COUNCIL (Combined with ZOOM)
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
SEPTEMBER 16, 2020

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

Others Present (via ZOOM): Mike Adams, Teju Adkisson, Denise Aiken, Glen Cale, Sam Carr, Sam Deputy, Susan Frank, Marshall Fulghum, Andy Hertz, Chris Hoover, Vito Russo, John Theobald and Elizabeth van Rensburg.

I. Call to Order. Chairman Turner called the meeting to order at 8:34 a.m. TDC Coordinator D. Jones conducted roll call.

II. Category B (Cultural Arts) Grant Requests. Coordinator Jones stated that this is the first of two grant cycles and we have \$49,465.00 available in this category for the year with \$33,802.00 requested in this grant cycle. Jones reminded members they should save funds in each category for the 2nd cycle.

1. Arts Council of Greater Palatka. A request for a total of \$15,150.00 was made for the following events: \$3,700.00 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. Denise Aiken said the arts Council would not conduct Everything Chocolate this year.
2. Southside Historical Neighborhood Association. A request for \$6,352.00 was made for the Palatka Porchfest Music Festival. Vito Russo gave a brief review of the event said vendor fees were not charged so everyone could participate. He added once the event is established those fees would be introduced.
3. River City Players. A request for \$3,300.00 was made for 2020 & 2021 Productions. Elizabeth van Rensburg said they were excited to get back on track with the plays.
4. Bartram Trail Society of Florida. A request for \$9,000.00 was made for the 2021 St. Johns River Bartram Frolic. Sam Carr said the educational portion would be separated from the Frolic and a symposium will be added with six speakers from out of town. Carr thanked TDC staff, Jones and Linton for all of their help and support.

ACTION: Motion J. Hodge, second S. Smith to award \$15,150.00 to the Arts Council of Greater Palatka with the following breakdown: \$3,700.00 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, \$6,352.00 to the Southside Historical

Neighborhood Association for Palatka Porchfest Music Festival, \$3,300.00 to River City Players for 2020 & 2021 Productions and \$9,000.00 to the Bartram Trail Society of Florida for 2021 St. Johns River Bartram Frolic from Category B, Cultural Arts, FY 2020-2021 budget.

CARRIED

III. Category A (Events & Activities) Grant/Sponsorship Requests. Coordinator Jones reminded Council members that this is the first of two grant cycles and they have already granted \$14,750 from this budget year which leaves approximately \$59,500 for the entire year. Jones mentioned that if they desired to award more than half or up to \$58,800.00, funds could be brought up from the additional carry-forward funds for 2nd cycle.

1. Hertz Golf. A request was made for \$36,500.00 for the following golf tournaments: \$2,500.00 for FSGA Jr. Tour, \$4,000.00 for SJRSC, \$2,500.00 for US Kids (Jan.), \$2,500.00 for the Palatka PAL, \$5,000.00 for Jr. Azalea, \$5,000.00 for Sr. Azalea, \$7,500.00 for Azalea, \$2,500.00 for Foundation for Rural Education, \$2,500 for US Kids (Apr.), and \$2,500.00 for US Kids (Sept.). Andy Hertz spoke about the economic impact from the numerous out of town participants and said the FSGA Jr. Tour for Jan.9, 2020 had been cancelled.
2. Florida B.A.S.S. Nation. A request for \$6,000.00 was made for the Junior/High School State Qualifier. Glenn Cale said this event would have about 250 anglers from 17-18 years old and parents. Cale also mentioned that 18 teams from South Georgia have joined this event.
3. 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. John Theobold said both tournaments generate significant hotel room nights as there are players, coaches, families, and scouts that stay 2-4 nights. Theobold mentioned the TDC commercial would be livestreamed multiple times during each game.
4. Rotary Club of Palatka Sunrise. A request for \$2,000.00 was made for the 2021 Azalea Pickleball Tournament. Marshall Fulghum said they anticipate over 60 teams with 80% of the 225 competitors from outside of Putnam County.
5. Downtown Palatka Experiences/Downtown Palatka Inc. A request for \$19,000.00 was made for the 75th Annual Azalea Festival. Sam Deputy said they will be reworking the whole event due to Covid-19 and will adhere to CDC guidelines for spacing and breaking down the crowds.

Coordinator Jones told the council they could use Category C carryforward revenues anywhere they wanted. She added that none of these applicants today could come to

the second cycle except for US Kids golf tournament scheduled for September, due to event dates. By consensus, with agreement from the applicant, the request for the Sept. 20, 2021 US Kids Golf Tournament will be moved to the second grant cycle in February. More discussion followed concerning moving funds into Category A for the second cycle if we had the need.

ACTION: Motion T. Smith, second Hodge to award \$29,500.00 to Hertz Golf for the following golf tournaments: \$4,000.00 for SJRSC, \$2,000 for US Kids (Jan), \$2,000 for Palatka PAL, \$5,000.00 for Jr. Azalea, \$5,000.00 for Sr. Azalea, \$7,500.00 for Azalea, 2,000.00 for Foundation for Rural Education and \$2,000.00 for US Kids (Apr.), \$6,000.00 to Florida B.A.S.S. Nation for the Junior/High School State Qualifier, \$5,000.00 to SJRSC for the Capital City Bank Classic, \$5,000.00 to SJRSC for the John Tindall Classic, \$2,000.00 to Rotary Club of Palatka Sunrise for the 2021 Azalea Pickleball Tournament and \$10,000.00 to Downtown Palatka Experiences/Downtown Palatka, Inc. for the 75th Annual Azalea Festival, from Category A, Events & Activities, FY 2020-2021 budget.

CARRIED

5. MLF/FLW. A request \$17,000.00 host fee with up to \$11,000.00 in deliverables was made for the 2021 Phoenix FLW Series Bass Tournament. Chris Hoover said dates of the tournament would be Oct. 21-23, 2021 and there would be 165-175 anglers and co-anglers and would generate 1100-1200 room nights. Coordinator Jones told council they could consider funding out of Category C, Large Events.

ACTION: Motion T. Miller, second S. Smith to award \$17,500.00 for host fee and up to \$11,000.00 for deliverables to MLF/FLW for the 2021 Phoenix FLW Series Bass Tournament from Category C, Promotions & Advertising, FY 2021-2022 budget.

CARRIED

IV. Action Items.

A. Minutes. The minutes of the July 23, 2020 meeting were presented for approval.

ACTION: Motion Hodge, second T. Smith to approve the minutes of the July 23, 2020 meeting as presented.

CARRIED

B. Budget. Jones gave a summary of the proposed budget for FY 2020/21. She explained carryforward revenues from cancellations caused by Covid-19 are not complete so the numbers they see and approve today may be slightly larger.

ACTION: Motion Hodge, second Miller to approve the FY 2020-2021 Budget as presented.

CARRIED

C. TDC Appointment. A recommendation for the reappointment of T.J. Smith was presented for approval, current term ends this month.

ACTION: Motion Hodge, second Miller to approve the recommendation for the reappointment of T.J. Smith as presented.

CARRIED

V. Coordinator's Comments. Coordinator Jones said bed tax revenues were on track due to the strong first quarter. Due to the pandemic, we had a 22% drop in May, but back to normal in June and we will finish the year around \$490,000. Jones stated that FLW Pro Circuit will not be coming in 2021 due to date conflicts. Jones also spoke about the new social distancing commercial running in Asheville and Baton Rouge markets as well as the digital campaign in Mobile, Charlotte and Atlanta markets.

VI. Adjournment. Chairman Turner adjourned the meeting at 9:57 am.

Respectfully submitted,



Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council

MINUTES
TOURIST DEVELOPMENT COUNCIL (Combined with ZOOM)
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
SEPTEMBER 16, 2020

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CARRIED

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CARRIED

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CARRIED

IV. Action Items.

A. Minutes. The minutes of the July 23, 2020 meeting were presented for approval.

ACTION: Motion Hodge, second T. Smith to approve the minutes of the July 23, 2020 meeting as presented.

CARRIED

B. Budget. Jones gave a summary of the proposed budget for FY 2020/21. She explained carryforward revenues from cancellations caused by Covid-19 are not complete so the numbers they see and approve today may be slightly larger.

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ACTION: Motion Hodge, second Miller to approve the recommendation for the reappointment of T.J. Smith as presented.

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VI. Adjournment. Chairman Turner adjourned the meeting at 9:57 am.

Respectfully submitted,



Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council