

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
SEPTEMBER 15, 2022

Present: Chairman B. Pickens, G. Bacon, T. Hill, M. Myers, K. Valentine, D. Jones, and J. Linton staff.

Absent: B. DiCarlo, J. Hodge and T. Smith.

Others Present: Brian Bergen, Frank Cashman, Billy Ennis, Andy Hartz, Kaye Hope, Bill Markham, Scott McCormick, Vito Russo, Lalita Thomas and Jeanetta Salyer.

I. Call to Order. Chairman Pickens called the meeting to order at 8:34 a.m. Pickens gave the Invocation and led the Pledge of Allegiance.

II. Category B (Cultural Arts) Grant Requests. Coordinator Jones stated the available funds are tentative based on the numbers due in soon. She reminded everyone that this is the first of two grant cycles, and some money should be left for the second cycle. She said that \$15,000 had already been awarded as well. Jones said some applicants could move to the second cycle if event date allowed.

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. North Florida Folk Network. A request for \$1,275.00 was made for the Fall Folk Fest. Billy Ennis said it was a one-day event with multiple bands, vendors and sponsors.
3. Ancient City Entertainment. A request for a total of \$40,000.00 was made for the following events: \$10,000.00 for Jazz on the River (**Oct & Nov events**) and \$30,000.00 for River City Arts Festival. Jeanetta Salyer gave a brief introduction of the events and said Jazz on the River would have Grammy Winning talent. She mentioned the Arts Festival would be a fine arts show with 60-80 vendors.
4. River City Players. A request for \$6,600.00 was made for the November 2022 & February 2023 productions. Kay Hope gave a summary and said they had a large database outside of Putnam County hoping to increase visitors. She added that they would be giving a scholarship this year.

5. Southside Historical Neighborhood Association. A request for \$8,000.00 was made for the Palatka Porchfest Music Festival. Vito Russo said this was their 4th year and they expected to have 17 bands. He stated that he had mapped zip codes of attendees from last year and they had visitors from 49 different zip codes.
6. African American Cultural Arts Council. A request for \$1,500 was made for the MLK Jr. Festival.
7. Bartram Trail Society of Florida. A request for \$10,000.00 was made for the 2023 St. Johns River Bartram Frolic. Coordinator Jones said this was the 4th year and would include events for kids and river tours. Hill said the field trips brought a lot of out of county kids.

Discussion followed on Category B Events.

ACTION: Motion G. Bacon, second T. Hill to fund the Arts Council a total of \$7,500.00 with the following breakdown: \$2,000.00 for Live at the Larimer, \$2,500.00 for Concert Series, \$1,000.00 for Gallery Exhibits and \$2,000.00 for High Life Jazz Series from Category B, Cultural Arts, FY 2022-2023 budget.

CARRIED

ACTION: Motion T. Hill, second G. Bacon to fund North Florida Folk Festival \$1,000.00 for the Fall Folk Fest from Category B, Cultural Arts, FY 2022-2023 budget.

CARRIED

ACTION: Motion M. Myers to fund Ancient City Entertainment a total of \$10,000.00.

FAILED (NO SECOND)

ACTION: Motion T. Hill, second M. Myers to fund Ancient City Entertainment a total of \$8,000.00 with the following breakdown: \$3,000.00 for Jazz on the River and \$5,000.00 for River City Arts Festival from Category B, Cultural Arts, FY 2022-2023 budget.

CARRIED

ACTION: Motion G. Bacon, second T. Hill to fund River City Players \$4,000.00 for the Nov. 2022 & Feb. 2023 Productions from Category B, Cultural Arts, FY 2022-2023 budget.

CARRIED

ACTION: Motion G. Bacon, second T. Hill to fund Southside Historical Neighborhood Association \$5,000.00 for Palatka Porchfest Music Festival from Category B, Cultural Arts, FY 2022-2023 budget.

CARRIED

ACTION: Motion T. Hill, second M. Myers to fund African American Cultural Arts Council \$1,500.00 for the MLK Jr. Festival from Category B, Cultural Arts, FY 2022-2023 budget.

CARRIED

ACTION: Motion G. Bacon, second T. Hill to fund Bartram Trail Society of Florida \$5,000.00 for the 2023 St. Johns River Bartram Frolic from Category B, Cultural Arts, FY 2022-2023 budget.

CARRIED

III. Category A (Events & Activities) Grant/Sponsorship Requests. Coordinator Jones spoke briefly about the availability of funds and reminded council members to use the criteria on their score sheets. Jones also said events Red, White & Boom and May US Kids Golf Tournament could come back to the TDC in the second cycle due to the timing of events.

1. Round Canopy Parachuting Team USA. A request for \$4,900.00 was made for Operation Black Cat VI. Bill Markham said this event would bring approximately 240 hotel room nights. Markham said this event was dedicated to Vietnam Veterans.
2. Crescent City Yacht Club. A request for a total of \$6,000.00 was made for the following events: \$3,000.00 for the 4th Annual Holiday Festival and \$3,000.00 for the 2023 Red, White & Boom.
3. Toys Tour Inc. A request for \$20,000.00 was made for the 2022 Toys Tour. Scott McCormick said the event last year had 150 boats, 460-800 people and an economic impact of \$250,000. He added that they would be moving the event to the Palatka Riverfront this year.
4. Downtown Palatka Experiences/Downtown Palatka Inc. A request for \$10,000.00 was made for the 75th Florida Azalea Festival. Coordinator Jones gave an overview of the status.
5. Florida B.A.S.S. Nation. A request for \$5,000.00 was made for the Pro-Am State Championship & High School Open. Coordinator Jones gave an overview and said this event will bring hundreds of room nights as parents, friends and family always travel with the high school anglers.

6. PHS Basketball & Booster Club. A request for \$5,000.00 was made for the Annual Jarvis Williams Holiday Basketball Shoot-Out. Lalita Thomas said they already had 14 teams committed for the event.
7. Palatka Police Athletic League & City of Palatka Recreation Department. A request for \$1,500.00 was made for the Annual PAL Golf Tournament. Lalita Thomas said this was the 3rd year for the event.
8. St. Johns River State College Baseball. A request for \$7,500.00 was made for the Capital City Bank Classic Baseball Tournament. Brian Bergen said they expect many teams and each and they have already reserved 120 hotel rooms.
9. Hertz Golf. A request was made for a total of \$40,500.00 for the following golf tournaments: \$2,500.00 for January US Kids, \$7,000.00 for Jr. Azalea, \$10,00.00 for Sr. Azalea, \$12,000.00 for Azalea, \$4,000.00 for Foundation for Rural Education and \$5,000.00 for May US Kids. Andy Hertz spoke briefly about each tournament and the significant hotel stays generated by golf tournaments.
10. Rotary Club of Palatka Sunrise. A request for \$2,000.00 was made for the 2023 Azalea Pickleball Tournament. Coordinator Jones this has developed into a large tournament and people come from all over to participate. Jones added that plans were underway for building four new pickleball courts.
11. Florahome Park and Heritage Association. A request for \$4,000.00 was made for the Celebrate Trails Florahome Cycling Event. Coordinator Jones gave a summary of the event and said this would be their 2nd year.

Discussion followed on Category A Events.

ACTION: Motion G. Bacon, second M. Myers to move Crescent City Yacht Club Red White & Boom and Hertz Golf May US Kids Golf Tournament to the TDC second cycle grant funding.

CARRIED

ACTION: Motion G. Bacon, second T. Hill to fund Round Canopy Parachuting Team USA \$3,600.00 for the Operation Black Cat VI from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

ACTION: Motion G. Bacon, second T. Hill to fund Crescent City Yacht Club \$1,800.00 for the 4th Annual Holiday Festival from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

ACTION: Motion T. Hill, second G. Bacon to fund Toys Tour Inc. \$8,000.00 for the 2022 Toys Tour from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

ACTION: Motion G. Bacon, second T. Hill to fund Downtown Palatka/Downtown Palatka Experiences \$6,000.00 for the 75th Florida Azalea Festival from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

ACTION: Motion T. Hill, second M. Myers to fund Florida B.A.S.S. Nation \$5,000.00 for the Pro-Am State Championship & High School Open from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

ACTION: Motion T. Hill, second G. Bacon to fund PHS Basketball & Booster Club \$4,000.00 for the Annual Jarvis Williams Holiday Basketball Shoot-Out from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

ACTION: Motion T. Hill, second M. Myers to fund Palatka Police Athletic League & City of Palatka Recreation Department \$1,500.00 for the Annual PAL Golf Tournament from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

ACTION: Motion G. Bacon, second T. Hill to fund St. Johns River State College \$7,500.00 for the Capital City Bank Classic Baseball Tournament from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

ACTION: Motion G. Bacon, second T. Hill to fund Hartz Golf a total of \$27,000.00 with the following breakdown: \$1,500.00 for January US Kids, \$5,500.00 for Jr. Azalea, \$8,000.00 for Sr. Azalea, \$10,000.00 for Azalea and \$2,000.00 for Foundation for Rural Education Golf

Tournaments from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

ACTION: Motion T. Hill, second G. Bacon to fund Rotary Club of Palatka Sunrise \$2,000.00 for the 2023 Azalea Pickleball Tournament from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

ACTION: Motion G. Bacon, second M. Myers to fund Florahome Park and Heritage Association, Inc. \$2,000.00 for the Celebrate Trails Florahome Cycling Event from Category A, Activities & Events, FY 2022-2023 budget.

CARRIED

IV. Action Items.

A. Minutes. The minutes of the May 17, 2022 meeting were presented for approval.

ACTION: Motion T. Hill, second G. Bacon to approve the minutes of the May 17, 2022 meeting as presented.

CARRIED

B. Budget. Coordinator Jones gave a summary of the tentative budget for FY 2022-2023. She said it would be tentative until October.

ACTION: Motion T. Hill, second G. Bacon to approve the tentative FY 2022-2023 Budget as presented.

CARRIED

C. TDC Reappointment. A recommendation for the reappointment of Beata DiCarlo was presented for approval.

ACTION: Motion T. Hill, second G. Bacon to approve the recommendation for reappointment of Beata DiCarlo as presented.

CARRIED

TDC Appointment. A recommendation for the appointment of Damali Kelly, Quality Inn Riverfront was presented for approval.

ACTION: Motion T. Hill, second K. Valentine to approve the recommendation for appointment of Damali Kelly as presented.

CARRIED

V. Chairman's Comments. Chair Pickens announced that this would be his last meeting as the Commissioners would elect a new Chairman in November. He thanked Tourist Development Council members for their dedication and promotion of Putnam County.

VI. Coordinator's Comments. Coordinator Jones reported that bed tax revenues for FY 2021-22 are projected to be over \$700,000. Jones stated that bed tax revenues have increased 53% over the last 5 years and 141% over the last 8 years. She reported that we are currently running TV and Digital campaigns. The TV ads are running in Beauford, SC, Blufton, SC and Tallahassee. The digital campaign pushing the Visit Putnam app is running in all Florida counties. Jones concluded by announcing that the Bass Elite event would not be coming to Palatka in 2023. She said officials with Bassmaster said they love our venue and will return but really needed to visit some new locations. Jones said we were fortunate that they came 4 consecutive years as that is not common for the Elite Series.

VII. Adjournment. Chairman Pickens adjourned the meeting at 10:00 am.

Respectfully submitted,



Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council