

MINUTES
TOURIST DEVELOPMENT COUNCIL
PUTNAM COUNTY CHAMBER OF COMMERCE
PALATKA, FL
MAY 19, 2021

Present: B. DiCarlo, T. Hill, J. Hodge, T. Smith, K. Valentine and staff D. Jones, and J. Linton.

Absent: Chairman L. Harvey, G. Bacon, T. Miller, and M. Myers.

Others Present: David Parsons

I. **Call to Order.** Presiding Officer Mayor Hill called the meeting to order at 8:31 am. He announced that Chairman Harvey was recuperating from recent surgery and could not be with us today. Hill called for public comments and hearing none, proceeded with the action items.

II. **Matters Requiring Action.**

A. **Minutes.** The minutes of the March 17, 2021 meeting were presented for approval.

ACTION: Motion J. Hodge, second B. DiCarlo to approve the minutes of the March 17, 2021 meeting as presented.

CARRIED.

B. **FY 2020/2021 Event Applications for Consideration.** Red, White and Boom and Blue Crab Festivals were presented for consideration. Coordinator Jones explained that the applications for Red, White and Boom and the Blue Crab events were up for consideration due to rescheduling due to COVID-19 and delivery failure by US mail.

ACTION: Motion T. Smith, second J. Hodge to approve consideration of funding for Red, White and Boom and Blue Crab Festival events.

CARRIED.

III. **2020/2021 Funding Requests.**

Coordinator Jones reminded members that \$1,180 was left in category A and Category C, Large events/projects had funds of \$80,000 due to the cancellation of the MLF tournament. Jones stated that should TDC members want to fund either or both those funds could be used.

1. Crescent City Yacht Club. A sponsorship request for \$3,000 was made for Red, White and Boom event. Coordinator Jones said the application was sent by US mail to be considered during the March meeting but was not received by the Chamber.

ACTION: Motion J. Hodge, second T. Smith to fund the full requested amount of \$3,000 for the Crescent City Yacht Club Red White and Boom from Category C, Promotions & Advertising, 2020-21 budget.

CARRIED.

2. Palatka Young Professionals. A sponsorship request for \$25,000 was made for the Blue Crab Festival. PYP representative David Parsons stated that the Blue Crab Festival was not feasible for Memorial Day as COVID-19 continues to be an issue, so they are looking to move to Labor Day weekend. Parson said they would expand marketing for the event. He added that the funding request was larger due to an expected increase in insurance costs. Mayor Hill commented on the great job in marketing for the 2019 festival and he is confident proper Covid precautions would be taken for this event. J. Hodge stated that he would like a projected budget.

ACTION: Motion T. Smith, second J. Hodge to fund the full requested amount of \$25,000 for the Palatka Young Professionals Blue Crab Festival contingent upon submittal of the projected budget from Category C, Promotions & Advertising, 2020-21 budget.

CARRIED.

IV. 2021/2022 Large Event Opportunities.

Coordinator Jones announced that we had been invited to submit proposals for two events, a 2022 Bass Elite Series event and a 2022 MLF Cup event. Jones presented an overview of both events, including economic impact, hotel room nights, media value and exposure. Discussion followed and by consensus, TDC members decided not to submit a proposal for the MFL Cup event as there were only 24 anglers, no community engagement and the location would not be promoted before the event. 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 2022 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, 2021-2022 budget.

CARRIED.

V. Coordinators Comments

Coordinator Jones said March bed tax collections were the highest month ever due to an increase in room rates, golf events and economic development projects. Jones said a new digital campaign would be starting soon and we have begun the Visit Widget project. Jones added that the Florida Sports Foundation would conduct

a site visit in May or June. Mayor Hill added that sports tourism has tremendous potential for enhanced revenues. He stated that we need to be looking at trends and opportunities for future planning.

VI. Adjournment.

There being no further business, Mayor Hill adjourned the meeting at 9:11 a.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Dana Cameron Jones".

Dana Cameron Jones, Coordinator
Putnam County Tourist Development Council