

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
January 18, 2017
10:00 A.M.
Minutes**

MEETING CALLED TO ORDER BY CHAIRMAN NATE MCLAUGHLIN AT 10:00 A.M.

Chair McLaughlin led the pledge to the flag and requested a moment of silence.

1. Attendance

PRESENT: Chairman Nate McLaughlin, Mayor Linda Provencher, Mayor Milissa Holland, Tom Grimes, Michelle Brown, Ryan Crabb, Stephen Baker, Kurt Allen, Pamela Walker

2. Adoption of Minutes from December 2016 Meeting

Walker/Allen. Motion to adopt the December 2016 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review

- a) Revenue Report
- b) Budget to Actual Financial Report

Grimes/Provencher. Motion to Accept Financial Reports. Motion Carries.

4. Accept Marketing Reports For Review

- a) December 2016

Allen/Grimes. Motion to Accept Marketing Reports. Motion Carries.

5. FUND 110 Regional Drive Market Grant Applications:

Review and recommendation to the Board of County Commissioners for the following Funding Requests:

- a) \$1,250-Palm Coast Arts Foundation-10th Annual Picnic and Pops, May 7, 2017

Lindsey Florence, Palm Coast Arts Foundation, gave a brief presentation regarding event.

- **Holland/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for Palm Coast Arts foundation 10th Annual Picnic and Pops-Event date: May 7, 2017. Motion Carries.

- b) \$1,250-Southern Promotions & Events-Palm Coast Seafood Festival, March 11-12, 2017

Dave Kolodzik, Southern Promotions & Events, explained he is picking up the event previously produced by the City of Palm Coast. Expected attendance over 2 days, estimated at 10,000. Invited local restaurants to participate. Bringing in Food Trucks and Seafood Caterers from throughout Florida. Hoping to have a positive draw with Bike Week attendees.

- **McLaughlin** declared a conflict of interest due to the event utilizing a band in which he is a performer for the event and will not discuss, but will answer any questions.
- Form 8B completed and signed. [8B-NM](#)

- **Brown/Grimes. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for Southern Promotions & Events, Palm Coast Seafood Festival-Event date: March 11-12, 2017. Motion Carries with **McLaughlin** abstaining.

c) \$1,250-Flagler Broadcasting-Hot 'N' Spicy, February 18, 2017

David Ayers, Flagler Broadcasting, gave a brief presentation regarding event.

- **Holland/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for Flagler Broadcasting, Hot 'n' Spicy-Event date: February 18, 2017. Motion Carries.

6. FUND 110 Overnight Stay Special Events Grant Applications:

Review and recommendation to the Board of County Commissioners for the following Funding Requests:

a) \$2,000 Flagler Broadcasting – Rock 'n' Rib Fest at the Flagler County Fairgrounds, April 8-9, 2017

David Ayers, Flagler Broadcasting, gave a brief presentation regarding event.

McLaughlin stated that his band will be playing the event, will receive no proceeds and therefore will not be abstaining from the vote.

- **Walker/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$2,000 for Flagler Broadcasting, Rock 'n' Rib Fest-Event date: April 8-9, 2017. Motion Carries.

7. Tourist Development Office Update:

Dunn discussed the Marketing Report and highlighted the increase in unique first time visitors to our website as a direct result of being able to make decisions of where to advertise and how to reach and expand our exposure.

Dunn read into the record:

- Discretionary Fund - PDA Winter Invitational previously awarded \$7,500 by the TDC on Nov. 16, 2016 has been canceled.
- Overnight Stay Grant - Rotary Club, Cycle Flagler has changed the event date to April 30, 2017.

Dunn discussed significant increase on the Smith Travel Report (STR) for chain flag properties and the Hammock Beach Resort. Explained that the STR vs actual revenue collections highlights the value of vacation rental properties. Most likely there was a significant level of cancellation across condos and homes on the Barrier Island as a result of Hurricane Matthew.

Allen asked if it is possible to take the STR report, figure out the revenue of what's reported by occupancy, average daily rate, number of rooms to tell us how much we get into the county from the flag properties that report and then take the overall collections and subtract the two to give us a quick snapshot of what is coming in outside the STR report. **Dunn** said he will provide that information.

Dunn gave an update regarding the site visit and event development for Orienteering USA, Winter National

Dunn reported statistics, logistics, and possible upcoming events and opportunities.

Dunn updated the progress for the implementation and use of the 5th penny tax. After discussion with the Board it was decided to have a joint workshop between the TDC Board and the County Commission. Date to be determined.

8. Community Outreach:

No one came forward

9. Board Member Commentaries:

Allen stated that the TDC meeting date for March will need to be rescheduled due to the date conflict with Florida Tourism Day in Tallahassee. Board agreed a new meeting date will be determined.

10. Adjournment:

Allen/Baker. Motion to adjourn meeting at 10:50am

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

[January 2017 TDC Meeting](#)

If a person decides to appeal any decision made by the Tourist Development Council with respect to any matter considered at the meeting, a record of the proceedings may be needed and, for such purposes, the person may need to ensure that a verbatim record is made, which record includes the testimony and evidence upon which the appeal is to be based.

APPROVED AND ADOPTED: MARCH 22, 2017 AT REGULAR MEETING OF TDC