

**FLAGLER COUNTY  
TOURIST DEVELOPMENT COUNCIL  
Flagler County Government Services Building  
Board Chambers – First Floor  
April 19, 2017  
10:00 A.M.  
Minutes**

MEETING CALLED TO ORDER BY CHAIRMAN NATE MCLAUGHLIN AT 10:15 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, Tom Grimes, Michelle Brown, Ryan Crabb, Stephen Baker, Kurt Allen, Pamela Walker

ABSENT: Mayor Milissa Holland

2. Adoption of Minutes

- a) Joint Special Meeting BOCC and TDC-March 20, 2017
- b) Regular TDC Meeting March 22, 2017

**McLaughlin** read into record that 3 Form 8B's were filed with the Board Secretary from the March 22, 2017 meeting per FS112.3143(4)(a)

**Walker/Provencher. Motion** to adopt the March 20 & 22, 2017 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review

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

**Allen/Crabb. Motion** to Accept Financial Reports. Motion Carries.

4. Marketing Update

**Matt Dunn** stated this will be discussed in Item 9 of the Agenda

5. FUND 111 Flagler County Coastline Restoration Project

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

- a) Up to \$8,000,000 for Dune/Beach Restoration

**Craig Coffey**, County Administrator, Reviewed contents of April 3, 2017 memo (attached at link) [Beach/Dunes Update](#)

Mr. **Coffey** explained the County is still working on overall funding and engineering plans but believes the general framework for each of the 6 stated project areas may change due to current contract negotiations and some money in the legislative budget process that could be side tracked and delayed for a special

session. Plus, we need to get financing and we have agreements with private groups as part of the overall Dunes Funding plan. We are also working on environmental issues like the turtles.

Mr. **Coffey** briefly reviewed all of the projects and proposed the use of all the funding in Fund 111, plus any future years of funding up to a total of approximately \$8,000,000 and be able to finance against the fund. This will help Flagler Beach, Beverly Beach and all areas up and down the coastline all the way to Marineland.

Mr. **Coffey** stated that a request has been made to the D.O.T for half a million dollars a year for maintenance of the dunes after the restoration is complete. Flagler Beach would be the point for the maintenance aspect. Future maintenance would include the D.O.T. funds as well as TDC funds and primarily for the Flagler Beach area for maintenance.

**Provencher** asked how much money has been taken from the TDC through the emergency order. **Coffey** replied the only money that has been taken so far has been the money for Taylor Engineering. **Provencher** asked if going forward projects will be brought to the TDC first or is the County still operating under the emergency order. **Coffey** explained that for all practical purposes there will be no funds in the Fund 111 after the Board approves the \$8,000,000.

**Crabb** asked when the first project/s will begin. **Coffey** explained the first three projects listed on the memorandum have two bids out now and the third is finalizing the design now. There should be some construction activity beginning in May. The fourth project is waiting for legislative approval and project 5 for Flagler Beach could take a little longer depending on when we can get permitting.

**Crabb** asked how the work will affect visitors. **Coffey** explained there will be a negative impact. The first two big projects will have the biggest impact, once we go offshore it should impact tourists a lot less. **Dunn** shared that TDC Staff is currently working on ad campaigns to use before, during and after the construction. Also getting quotes for variable message boards to be placed where needed during construction to continually share most current information with visitors.

**Allen** suggested coming up with a positive communication message to publicize current beach information. **Dunn** said this will be a part of the campaign being produced and will also include information regarding Sea Turtles. **McLaughlin** pointed out for the record that the Sea Turtles will be handled by a professional group, The Volusia/Flagler County Turtle Patrol County, overseen by a consultant and the DEP.

- **Crabb/Allan. Motion** to recommend to the Board of County Commissioners to give County Administrator Craig Coffey the ability to spend up to \$8,000,000 from Fund 111 toward the Dune/Beach Restoration Project. Motion Carries.

6. FUND 109 Marineland Marina Phase II Update

Chris **Kelley**, Dock Master, Marineland Marina – provided update to Marina Phase II. This grant in combination with some other funds raised \$800,000 to expand the floating docks from 5 slips to now 35 slips for a total of 55 slips in the marina. Announced a future ribbon cutting. Each new slip has upgraded electric, pump capabilities and can accommodate a vessel up to 65ft. New 100amp electric service capable of servicing vessels as big as 100ft.

7. FUND 110 Overnight Stay Special Events Grant Applications:

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

- a) \$4,000 Flagler Sports and Conservation Association, dba; Flagler Gun & Archer Club – CFDA Florida State and Eastern US Territorial Championships, May 4-7, 2017

Martin **Brabham**, Flagler Gun & Archery Club, gave an overview of the event. Shared that some local law enforcement will compete to raise money for charity. This is the first time Florida will be hosting this national event.

- **Grimes/Crabb** declared a conflict of interest due to the event utilizing Hilton Garden Inn and Hampton Inn & Suites as host hotels for the event and will not discuss, but will answer any questions.
- Form 8B completed and signed. [8b TG](#) [8b RC](#)
- **Walker/Allan. Motion** to recommend to the Board of County Commissioners to allocate \$4,000 for Flagler Sports and Conservation Association, dba; Flagler Gun & Archer Club – CFDA Florida State and Eastern US Territorial Championships, May 4-7, 2017. Motion Carries with **Grimes/Crabb** abstaining.

8. FUND 110 Discretionary Event Funding Requests:

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

- a) \$5,000 – National Christian College Athletic Association – Women’s & Men’s Golf National Championships, October 22-25, 2017

**Dunn** stated this is a new event and to take place the Hammock Beach Resort will have 21 teams, 4 days of play and average 5 night stay for each college in town. The group will also be looking to do some service projects within the community.

- **Baker** declared a conflict of interest due to the event utilizing Hammock Beach Resort as a host hotel for the event and will not discuss, but will answer any questions.
- Form 8B completed and signed. [8b SB](#)
- **Brown/Crabb. Motion** to recommend to the Board of County Commissioners to allocate. \$5,000 – National Christian College Athletic Association – Women’s & Men’s Golf National Championships, October 22-25, 2017 Motion Carries with **Baker** abstaining.

- b) \$8,700 – Florida Surplus Lines Association – 2019 Annual Conference, August 5-10, 2019

**Dunn** stated this is not a final arrangement but that all indication points to Flagler County being awarded the event if this funding is approved.

- **Baker** declared a conflict of interest due to the event utilizing Hammock Beach Resort as a host hotel for the event and will not discuss, but will answer any questions.
- Form 8B completed and signed. [8b SB](#)
- **Grimes/Allen. Motion** to recommend to the Board of County Commissioners to allocate \$8,700 – Florida Surplus Lines Association – 2019 Annual Conference, August 5-10, 2019 Motion Carries with **Baker** abstaining.

9. Tourist Development Office Update:

Amy **Lukasik**, Director Tourism Marketing, stated that there is no Marketing Report this month because staff is in the process of revising the report. The information will remain the same, but the layout will be changing. Due to a new form of advertising, Native Advertising, we are receiving a lot of the Native Advertising marketing data post TDC meeting which will now be included in the revised reporting. A presentation with more details regarding Native Advertising will be presented at the May 17, 2017 TDC Meeting.

10. Community Outreach:

Rich **Stanfield**, Hammock Beach Resort, stated that there are two reasons for bringing in collegiate sports; 1) is to give them a great experience in Flagler County 2) based on that great experience they will want to come back as adults and bring their families.

11. Board Member Commentaries:

**Grimes** suggested that when the beach construction begins that staff communicates with the hotels so they are better able to direct guests. **Dunn** replied the upcoming marketing campaign plan does included signage for lodging partners.

**Brown** suggested including communication regarding beach restoration with the restaurants and businesses in Flagler Beach.

12. Adjournment:

**Allen/Walker. Motion to adjourn meeting at 11:08 am**

**RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:**

[April 19, 2017 Audio](#)

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: MAY 17, 2017 AT REGULAR MEETING OF TDC