

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
May 17, 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, Tom Grimes, Michelle Brown, Ryan Crabb, Kurt Allen, Pamela Walker

ABSENT: Mayor Milissa Holland, Stephen Baker

2. Adoption of Minutes from April 19, 2017 Meeting

McLaughlin read into record that 3 Form 8B's were filed with the Board Secretary from the April 19, 2017 meeting per FS112.3143(4)(a)

Grimes/Allen. Motion to adopt the April 19, 2017 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review

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

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

4. Accept Marketing Reports For Review

- a) March 2017

Amy Lukasik, Tourism Marketing Director, presented explanation of new format for reporting monthly marketing data to the TDC Board. [PRESENTATION](#)

Allen asked if the reporting is capable of drilling further down to list interests by geographical area of inquiries. Lukasik said she would look into getting that information.

Lukasik shared video for promotion of visitflagler App [VIDEO](#) and stated that with the assistance of Carlos Hernandez, TV & Video Production Coordinator for the County, the TDC is able to produce videos at no cost and a quick turnaround time along with cataloging footage for possible future use.

Allen asked if there is tracking for number of times App is down loaded each month. Lukasik said yes.

Grimes questioned if there is a cost associated with developing the App and are there other sources available to help offset the cost. **Dunn** answered yes and that as a small market destination it is not widely prevalent or recommended due to lack of membership base.

Lukasik presented another [VIDEO](#) specifically focused on birding and the City of Palm Coast Birding Festival.

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

5. Tourist Development Office Update:

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

Dunn stated that staff is currently working on developing a positive education campaign to assist with re-nourishment and preservation of the beach dunes.

Dunn discussed the status of legislation regarding Visit Florida and the impact it could have on our destination. The Board had discussion regarding the negative repercussions this State Bill will have on a smaller DMO.

Dunn announced that staff is currently reviewing resumes to fill the Marketing Assistant position.

6. Community Outreach:

No one came forward

7. Board Member Commentaries:

Brown stated the first Annual Flagler Beach Pirate Invasion would be May 19-21.

8. Adjournment:

Allen/grimes. Motion to adjourn meeting at 10:48am

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

[TDC May 17, 2017](#)

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: JULY 19, 2017 AT REGULAR MEETING OF TDC