

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

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

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

**Chair McLaughlin** announced that because of the large agenda and in the essence of time if there is a Council Member who would like to have an item pulled or if there is a member of the Public who would like to speak to a particular item then let the Chair know, otherwise the Council will move forward on a vote without a presentation. The Council will still ask for public comment on any motion.

1. Attendance

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

2. Adoption of Minutes from May 2017 Meeting

**Walker/Allen. Motion** to adopt the May 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) April 2017
- b) May 2017

**Brown/Holland. Motion** to Accept Marketing Reports. Motion Carries.

5. FYE 18 FUND 110 Regional Drive Market Grant Applications:

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

- a) \$1,250 Palm Coast Arts Foundation – Shakespeare in the Park, Feb 22-25, 2018
- b) \$1,250 FL Hospital Flagler Foundation – Pink Army 5K, Oct 15, 2017
- c) \$1,250 Choral Arts Society – 3 Concert Series, Dec 2017, May and July 2018
- d) \$1,250 The Friends of Washington Oaks, Inc. – Earth Day Celebration, April 21, 2018
- e) \$1,250 Flagler Film Festival – Flagler Film Festival, Jan 12-14, 2018
- f) \$1,250 Matanzas High School Boys Basketball – Kiwanis Holiday Shootout, Dec 21-22, 2017
- g) \$1,250 Friends of A1A Scenic & Historic Coastal Byway – 6<sup>th</sup> Annual Spoonbills & Sprockets Cycling Tour, Nov 5, 2017
- h) \$1,250 Flagler Beach Historical Museum – Cheer at the Pier, April 2018
- i) \$1,250 Triumph Endurance Events – Oceans 50 Relay Race, Nov 4, 2017
- j) \$1,250 Rotary Club of Flagler County Foundation – Rotary Fantasy Lights Festival, Dec 1-30, 2017
- k) \$1,250 Florida Agricultural Museum – Pellicer Creek Raid: A Civil War Re-enactment Festival, Oct 6-8, 2017
- l) \$1,250 Flagler County Board of County Commissioners – Flagler County Native American Festival, Feb 18-26, 2018
- m) \$1,250 Flagler Broadcasting, LLC – Hot ‘n’ Spicy, Feb 17, 2018
- n) \$1,250 Flagler County Chamber of Commerce – Restaurant Week, Sept 1-29, 2018

- o) \$1,250 Flagler Palm Coast HS – Rob Moramarco Challenge, Jan 5-6, 2018
- p) \$1,250 Flagler Auditorium – Masquerade 5k, Sept 15, 2018
- q) \$1,250 HT Productions – Palm Coast Seafood Festival, March 9-11, 2018
- r) \$1,250 Rotary Club of Flagler Beach – Race of the Runways, Feb 3, 2018

**Holland/Walker. Motion** to recommend to the Board of County Commissioners to approve all FYE 18 Fund 110 Regional Drive Market Grant funding requests with the exception of Item 5e and 5g due to Conflict of Interest. AND, items 5q and 5r be approved contingent to fund availability should additional funds become available in the 110 Regional Drive Market FY18 budget. Motion Carries.

**Grimes** removed Item 5e to declare Conflict of Interest. Form 8B completed and signed.

**Brown/Holland. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the Flagler Film Festival, Item 5e, to be held Jan 12-14, 2018. Motion Carries with **Grimes** abstaining.

**Allen** removed Item 5g to declare Conflict of Interest. Form 8B completed and signed.

**Holland/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for Spoonbills & Sprockets Cycling Tour to be held Nov 5, 2017. Motion Carries with **Allen** abstaining.

6. FYE 17 FUND 110 Overnight Stay Special Events Grant Applications:

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

- a) \$2,500 CAAM Events-Productions, Flagler Fondo, Sept 15-17, 2017  
**Kim Carney** and **Paul Ricci**, Event applicant and Event Owner, presented this as a new event; it will not take place at the airport but at the City of Palm Coast, Town Center; event will also include Senior Game activities; this will be a two day event and already has 85 room blocks.

**Grimes/Crabb** declared conflict of interest. Form 8b completed and signed.

**Holland/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$2,500 for the Flagler Fondo to be held Sept 15-17, 2017. Motion Carries with **Grimes/Crabb** abstaining.

- b) \$5,000 Double K Rodeo Productions, Inc – 1<sup>st</sup> Annual Flagler County Extreme Rodeo, Sept 30, 2017  
**Kirk Keller**, Flagler Broadcasting, stand in for Double K Productions, answered Board questions regarding event.

**Walker/Grimes. Motion** to recommend to the board of County Commissioners to allocate \$5,000 for the Flagler county Extreme Rodeo to be held Sept 30, 2017. Motion Carries.

7. FYE 18 FUND 110 Overnight Stay Special Events Grant Applications:

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

- a) \$\$4,000 Flagler Gun & Archery Club – CFDA State & Eastern US Territorial Championships, April 12-15, 2018
- b) \$2,500 Palm Coast Arts Foundation – Palm Coast Family Flow Fest, Oct 21, 2017
- c) \$8,000 Continuing Education Company – 12<sup>th</sup> Annual Primary Care Spring Conference to be held March 26-30 and April 2-6, 2018
- d) \$8,000 Continuing Education Company – 9<sup>th</sup> Annual Primary Care Summer Conference, July 9-13, 2018
- e) \$5,000 Flagler County Corvette Club – Corvettes At The Beach, Oct 6-8, 2017  
**Paul Kachura**, Flagler County Corvette Club, presented this is the 16<sup>th</sup> annual show and the 6<sup>th</sup> year the club is participating in the grant program. Stated registration is going well. Asked TDC to supply promotional item for goodie bag.
- f) \$8,000 HT Production Co – Flagler Beach Pirate Invasion, April 6-8, 2018
- g) \$2,500 Flagler county Chamber of Commerce – 13<sup>th</sup> Annual Creekside Festival, Oct 5-6, 2017
- h) \$2,500 Rotary Club of Flagler Beach – Cycle Flagler 2018, May 6, 2018
- i) \$2,000 Flagler Broadcasting, LLC – Rock ‘n’ Rib Fest, April 6-7, 2018
- j) \$2,500 Flagler Broadcasting, LLC – Freedom Fest, Nov 4-5, 2017
- k) \$2,500 Flagler Broadcasting, LLC – KIX Country Fest, Oct 21, 2017
- l) \$10,000 Ethos Sports Management – Pumpkin Shootout, Oct 14-15, 2017
- m) \$10,000- Ethos Sports Management – MLK Invite, Jan 13-14, 2018

- n) \$8,000 – Team Florida Lacrosse – Father’s Day Classic, June 17-18, 2018
- o) \$10,000 – Team Florida Lacrosse – Veteran’s Day Invitational, Nov 11-12, 2017

**Walker/Grimes. Motion** to recommend to the Board of County Commissioners to approve all FYE 18 Fund 110 Overnight Stay Grant funding requests with the exception of Item 7c, 7d, 7e, 7l and 7o due to Conflict of Interest. Motion Carries.

**Baker** removed Item 7c to declare Conflict of Interest. Form 8B completed and signed.

**Holland/Allen. Motion** to recommend to the Board of County Commissioners to allocate \$8,000 for Primary Care Spring Conference Sessions I and II to be held March 26-30 and April 2-6, 2018. Motion Carries with **Baker** abstaining.

**Baker** removed Item 7d to declare Conflict of Interest. Form 8B completed and signed.

**Holland/Allen. Motion** to recommend to the Board of County Commissioners to allocate \$8,000 for the Primary Care Summer Conference to be held July 9-13, 2018. Motion Carries with **Baker** abstaining.

**Grimes** removed item 7e to declare Conflict of Interest. Form 8B completed and signed.

**Allen/Holland. Motion** to recommend to the Board of County Commissioners to allocate \$2,500 for the Corvettes at the Beach to be held Oct 6-8, 2017. **Holland** rescinds her second. Motion dies for lack of a second.

**Holland/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$5,000 for the Corvettes at the Beach to be held Oct 6-8, 2017. Motion Carries with 7 yes, 1 no and **Grimes** abstaining.

**Baker** removed item 7l to declare Conflict of Interest. Form 8B completed and signed.

**Brown/Allen. Motion** to recommend to the Board of County Commissioners to allocate \$10,000 for the Pumpkin Shootout to be held Oct 14-15, 2017. Motion Carries with **Baker** abstaining.

**Baker** removed item 7o to declare Conflict of Interest. Form 8B completed and signed.

**Holland/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$10,000 for the Veteran’s Day Invitational to be held Nov 11-12, 2017. Motion Carries with **Baker** abstaining.

8. FUND 110 Discretionary Event Funding Requests:

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

- a) \$3,870 Paddle Florida – Immersive Educational Experience, Nov 2-6, 2017

**Matt Dunn** discussed the development of an event between TDO Staff & Paddle Florida, to create an event here in Flagler County. The event will include resources at Marineland Dolphin Adventure, the River to Sea Campsites, Ripple Effect Eco Tour, the Whitney Lab Sea Turtle Hospital and use of the auditorium at Whitney Labs for an evening event.

**Allen** declared Conflict of Interest. Form 8B completed and filed.

**Walker/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$3,870 for the Immersive Educational Experience to be held Nov 2-6, 2017. Motion Carries with **Allen** abstaining and **Holland** absent from vote.

9. Dodge the Dunes Presentation

**Amy Lukasik**, Director of Marketing, gave [PRESENTATION](#); the campaign goals are to create a campaign with an emphasis to educate visitors and the locals to the importance of the basic surrounding beach re-nourishment, conservation and sand dune preservation.

**Allen** asked how this project is being funded. **Lukasik** answered funds from a different project that was pushed to the side because of Hurricane Matthew have been re-directed to this project, and for next fiscal year it has been built into the budget.

10. Tourism Development Office Update

**Dunn** introduced Candi Breckenridge the new Marketing Assistant. **Dunn** reported statistics, logistics, and possible upcoming events and opportunities. **Walker** inquired about the effect of Airbnb tax collection. **Dunn** answered that he is working toward producing a contract with Airbnb to ensure that they and their homeowners are collecting the tourist development tax and remitting it. **Dunn** stated that he **Commissioner McLaughlin** met with a group that is interested in beginning a Film Commission to explore the possibility of commercial shoots, documentary shoots, film shoots etc. We have registered with the Florida Film Commission to begin receiving leads and want to formalize a Flagler County Film Commission. So, the intention is to formalize that group that will make a quarterly update to the TDC Board.

11. Community Outreach: A thirty-minute time has been allocated at the end of the meeting for public comment. Each speaker will be allowed up to three minutes to address the Board on items not on the agenda.

**Jane Eude**, Flagler County Resident, asked if all TDC revenue is from Palm Coast and the Beaches or is any of the revenue generated from unincorporated County. Expressed dismay in legislation regarding Vacation Rentals. Made suggestions regarding "Dodge the Dunes". Asked about welcome signs at two entrances in Palm Coast. **Dunn** answered regarding tax collection. TDT is collected in the unincorporated areas, not aware of tax collections in Plantation Bay. Due to the RISE Agreement, we do not have the ability to see who is or is not remitting TDT.

**Walter Ejnes**, Continuing Education Company, shared that the 8<sup>th</sup> Annual and first TDC Summer Conference funded by the TDC was the most successful conference they have had. There were over 1,000 hotel rooms booked. Grateful to TDC staff for support of the Conference not just with the grant but also with support of the Staff.

12. Board Member Commentaries

**Provencher** presented a Certificate of Appreciation to the TDC Staff recognizing and thanking them for their support during the 4<sup>th</sup> of July weekend on Flagler Beach.

13. Adjournment

**Allen/Walker. Motion to adjourn meeting at 11:37am.**

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

**[TDC MEETING JULY 19, 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: AUGUST 16, 2017 AT REGULAR MEETING OF TDC