

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
August 16, 2017
10:00 A.M.
Minutes**

MEETING CALLED TO ORDER BY CHAIRMAN NATE MCLAUGHLIN AT 10:05 A.M.

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

1. Attendance

PRESENT: Chairman Nate McLaughlin, Linda Provencher, Michelle Brown, Ryan Crabb, Kurt Allen, Milissa Holland

ABSENT: Stephen Baker, Pamela Walker, Tom Grimes

2. Adoption of Minutes from July, 2017 Meeting

McLaughlin read into record that 9 Form 8B's were filed with the Board Secretary from the July 19, 2017 meeting per FS112.3143(4)(a)

Provencher/Allen. Motion to adopt the July 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 Revenue Report. Motion Carries.

Holland/Allen. Motion to accept Budget to Actual Financial Report. Motion Carries.

4. Accept Marketing Reports For Review

- a) June 2017

Brown/Provencher. Motion to accept Marketing Report. Motion Carries.

5. TDO Budget

Dunn gave a [PRESENTATION](#)

Brown asked about oversight process for accountability.

Dunn responded that TDC Staff, County Administration and the Finance/Clerk's Office are all involved in processing budgets and payments, and the TDO has a dedicated Budget Analyst within the Finance Department.

Lori Bailey-Brown confirmed Dunn's comments.

6. FUND 110 Discretionary Event Funding Requests:

- a) \$925.00 Sommer Sports - Florida Xtreme Triathlon – November 10-13, 2017

Dunn presented that this event is a Cross Florida Triathlon; it will consist of three triathlons, three days in a row. The first day will start in Crystal River and they will swim, bike, run their way to Ocala; the second day they will swim, bike, run their way to Melrose; and the third day they will end up in Palm Coast. It will be a

Sunday finish therefore a Sunday night stay in area hotels and on Monday an awards ceremony and lunch at Captain's BBQ.

- b) \$1,500.00 FLX Adventures – Sea to Sea, 72hr Adventure Race – February 28 – March 4, 2018

Dunn presented this event is a 72 hour adventure race starting on the west coast of Florida and WILL end up in the Hammock area of Palm Coast. Palm Coast Villas will serve as host hotel; Hammock Community Center will be used the first night to host a race organization meeting; the next day the athletes will be bussed to the West Coast of Florida; the majority of family members will stay in Palm Coast while the race is happening. This is a running, biking, paddling race and will end in Palm Coast.

- c) \$3,800 Peak Living Property Management – Peak Summit and Training Retreat – April 8-13, 2018 (tentative)

Dunn presented that we are splitting the transportation costs with the Hammock Beach Resort to assist in bringing this group to Flagler County which will result in about 600 mid-week room stays.

- d) \$25,000 Triton Collective/Flagler Beach Ocean Rescue – Coquina Cup – May 18-25, 2018

Dunn presented this event is intended to be a beach/ocean style festival of competition with paddle board races, lifeguard skills competitions and open water swimming races. TDC Staff are developing this event in partnership with Triton Collective. USLA (United States Lifeguard Association) officials will also assist in developing the event in conjunction with bringing the USLA competition to Flagler Beach in July of 2018. Mayor Provencher, Chief Pace, Chief Doughney, Ocean Rescue Director Gillin and City Manager Newsom have all been included in the planning process.

See Coquina Cup Logo [HERE](#)

Brown/Allen. Motion to recommend to the Board of County Commissioners to allocate a total of \$31,225.00 for the above listed events a, b, c & d. Motion Carries.

7. Tourist Development Office Update:

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

Read into the record that two events have date changes:

- Creekside Festival will now be Oct. 7 & 8, 2017
- Flow Fest will now be on Oct. 22, 2017

The September TDC Meeting will be moved to September 13, 2017

8. Community Outreach:

No one came forward

9. Board Member Commentaries:

Brown announced that her business is now a Visit Florida Partner and she will be on the Visit Florida Visitor Service Center Committee as a Flagler County Representative across the state.

Holland asked about collateral availability for goody bags during special events. **Dunn** explained TDC office offers nine collateral pieces to any event that would like to take advantage of them.

10. Adjournment:

Allen/Brown. Motion to adjourn meeting at 10:34am.

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

[TDC Meeting August 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: OCTOBER 18, 2018 AT REGULAR MEETING OF TDC