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

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

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

2. Adoption of Minutes from August 2017 Meeting
   
   Grimes/Allen. Motion to adopt the August 2017 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review
   a) Revenue Report
   b) Budget to Actual Financial Report

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

4. Accept Marketing Reports For Review
   a) July 2017
   b) August 2017

   Walker/Crabb. Motion to Accept Marketing Reports. Motion Carries.

5. FUND 110 Discretionary Event Funding Requests:

   Dunn stated that item 5d) on the Agenda was removed from the revised meeting packet.

   Review and recommendation to the Board of County Commissioners for the following grants:
   a) $15,000 Swagger, LLC/Florida Bicycle Racing Assoc., -Florida State Cyclocross Championships, Jan 12-14, 2018

   Dunn presented this Cyclocross Event is a State Championships. New style of bike racing that takes place mostly on a trail. This event will take place at the Florida Ag Museum.

   Walker/Allen. Motion to recommend to the Board of County Commissioners to allocate $15,000 to Swagger, LLC/Florida Bicycle Racing Assoc. for the Florida State Cyclocross Championships to be held January 12-14, 2018. Motion Carries.
   
   b) $10,000 GE Healthcare-Core Imaging Sales Meeting, Jan 22-27, 2018
Dunn presented this group will come to the Hammock Beach Resort through a third party Meeting Planning Organization, Motivaction. This event will bring over 600 room nights in the month of January. These funds will specifically be used to assist with bus transportation of event attendees from airports.

Walker asked why the TDC is taking requests from for profit companies. Dunn explained our interest in the business is the visitor spending and overnight stays is the method of creating that spending. This is not the first for-profit company that TDC has worked with. McLaughlin further explained that attracting these conferences to fill in off-season gaps helps to increase revenue and there is no criteria for profit or non-profit business.

- 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

Allen/Provencher. Motion to recommend to the Board of County Commissioners to allocate $10,000 to GE Healthcare for the Core Imaging Sales Meeting to be held, January 22-27, 2018. Motion Carries with Baker abstaining.

c) $2,500 Murphy Business and Financial Corp-Financial Education Conference, May 12-19, 2018

Dunn stated we are still in the solicitation phase and this request is to match other DMO offers.

- 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

Allen/Provencher. Motion to recommend to the Board of County Commissioners to allocate $2,500 to Murphy Business and Financial Corp for the Financial Education Conference, to be held May 12-19, 2018. Motion Carries with Baker 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) $10,000 Flagler Auditorium Governing Board-Flagler Auditorium Season, October 2017-August 31, 2018

Lisa McDevitt, Director, Flagler Auditorium, handed out flyers for new season and invites for two Auditorium fundraising events. Flyer Gave updates regarding progress of Flagler Auditorium, construction, ticketing and free shows. Allen inquired about last season attendance. McDevitt stated that overall it was a good season despite a slow start due to Hurricane Matthew.

- Grimes declared a conflict of interest due to room blocks at the Hilton Garden Inn and will not discuss, but will answer any questions.
- Form 8b completed and signed. 8B TG

Walker/Provencher. Motion to recommend to the Board of County Commissioners to allocate $10,000 to Flagler Auditorium Governing Board for the Flagler Auditorium 2017-2018 Season to be held October 2017-August 31, 2018. Motion Carries with Grimes abstaining.

b) $2,000 Wahines of the Waves – Barrels for Boobs (Breast Cancer Awareness), March/April 2018

Marley Boerema, President, Wahines of the Waves, shared that Wahines of the Waves is an all girls surf club out of University of Florida. They are running a contest, Barrels for Boobs to raise funds for Breast Cancer awareness. This will be their 4th year hosting the event.

Crabb/Allen. Motion to recommend to the Board of County Commissioners to allocate $2,000 to the Wahines of the Waves for the Barrels for Boobs, Breast Cancer Awareness event to be held March/April 2018. Motion Carries.
c) $10,000 Palm Coast Tennis Center-USTA pro Circuit Men’s Futures Tournament, January 26-February 4, 2018

McLaughlin explained that the Fund 110 Overnight Stay Fund is now depleted to a balance of $2,500 and suggested that any motions made for this request should include a contingency of possible unclaimed leftover monies up to $10,000.

Grimes asked about leftover funds from the previous year. Lori Bailey-Brown, Finance Director, explained that remaining funds do not roll forward, funding levels are annually adopted by the TDC Board and BOCC. The only roll forward is previously awarded encumbered funds not yet requested. Grimes asked about the 90 day post event policy for awarding funds. Board agrees to discuss with legal exceptions for this specific request regarding amendment to the 90 day policy.

TDC Board, Bailey-Brown and Dunn discussed how leftover Grant funds could be brought into the new year budget as an addition to the approved budget plan. McLaughlin confirmed with Bailey-Brown that the TDC Board could recommend to the BOCC to amend the budget to include unused left over funds.

Brandon Washington, Palm Coast Parks and Recreation, presented that Palm Coast Parks and Recreation are now running the tennis center and golf course. He confirmed that most of the room nights will occur at the Hilton Garden Inn but due to volume, there will be other rooms utilized.

- Grimes declared a conflict of interest due to room blocks at the Hilton Garden Inn and will not discuss, but will answer any questions.
- Form 8b completed and signed. 8B TG

Allen/Crabb. Motion to recommend to the Board of County Commissioners to allocate $2,500 and up to $10,000 should additional funding become available, to the Palm Coast Tennis Center for the USTA Pro Circuit men’s Futures Tournament to be held January 26 – February 4, 2018. Motion carries with Grimes abstaining.

7. Tourism Development Office Update

Amy Lukasik, TDC Marketing Director, shared an article in Edible Northeast magazine regarding Vessel Sandwich Co. Announced the new Fantastic Flagler Publication with highlights referencing the Flagler County Centennial and the Dodge the Dunes campaign.

Lukasik introduced the final Dodge the Dunes kits ready for distribution during the beginning of November to restaurants, hotels and local businesses. Introduced educational video for campaign. VIDEO

Dunn read the following changes into the record:

Fund 110 Regional Drive Market events approved July 20, 2016 by TDC Board and ratified August 1, 2016 by BOCC will be adjusted as follows:
- Flagler Auditorium Masquerade 5K postponed due to Hurricane Irma. New date – January 6, 2018

Fund 110 Overnight Stay events approved July 19, 2017 by TDC Board and Ratified August 7, 2017 by BOCC will be adjusted as follows:
- Rotary Club’s Cycle Flagler should be approved for the off-peak award of $2,000 NOT $2,500
- CAAM Flagler Fondo postponed due to Hurricane Irma. New date – November 4-5, 2017
- Creekside Festival postponed due to Hurricane Irma. New date – November 11 & 12, 2017
- Double K Extreme Rodeo postponed due to hurricane Irma. New date – December 1-2, 2017
- Pellicer Creek Raid changed event date to October 13-15, 2017.
Fund 110 Discretionary events approved August 16, 2017 by TDC Board and ratified September 6, 2017 by BOCC will be adjusted as follows:

- **Triton Coquina Cup will run for one additional day, May 17-20, 2018**

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

8. **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.

   Ludmila Haustova, Alex's Sailing Dream Sailboat Charter Business, addressed the TDC Board regarding the use of Marineland Marina for her Sailboat Charter Business. **Talking Points**

   **McLaughlin** stated that the TDC Board has no jurisdiction over the Marina operations. Advised Miss Haustova he would contact Marineland Mayor, Leslie Babonis, to try and get Miss Haustova some help getting before the City Council.

   **Allen** also recommended the Marina was built with multiple grants and the other funding mechanisms may have regulations involved in the grants given to the Marina.

9. **Board Member Commentaries**

10. **Adjournment**

   **Allen/Provencher. Motion to adjourn meeting at 11:09am.**

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

**TDC MEETING OCTOBER 18, 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: JANUARY 24, 2018 AT REGULAR MEETING OF TDC**