

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
January 24, 2018
11:00 A.M.
Minutes**

MEETING CALLED TO ORDER BY CHAIR GREG HANSEN AT 11:00 A.M.

Greg Hansen led the pledge to the flag and requested a moment of silence.

1. Attendance

PRESENT: Chair Greg Hansen, Linda Provencher, Pamela Walker, Tom Grimes, Ryan Crabb, Stephen Baker, Milissa Holland, Michelle Brown

One seat vacant

2. Adoption of Minutes from October 18, 2017 Meeting

Hansen read into record that 4 Form 8B's were filed with the Board Secretary from the October 18, 2017 meeting per FS112.3143(4)(a)

Provencher/Holland. Motion to adopt the October 2017 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review

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

Provencher/Crabb. Motion to accept Revenue Report. Motion Carries.

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

4. Accept Marketing Reports For Review

- a) September 2017
- b) October 2017
- c) November 2017

Provencher/Holland. Motion to accept September 2017 Marketing Report. Motion Carries.

Provencher/Walker. Motion to accept October 2017 Marketing Report. Motion Carries.

Provencher/Walker. Motion to accept November 2017 Marketing Report. Motion Carries.

5. FYE 18 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 – Flagler Fondo 2018, September 15-16, 2018

Dunn made the Board aware that there are currently no available funds for this grant request and a motion to approve should be contingent on fund availability.

Paul Ricci, CAAM Events, shared statistics from past events. Based on that success they plan to have 600-700 people at the 2018 Fondo, and believes they will meet the room night goal as they did for last years' event.

Holland/Brown. Motion to recommend to the Board of County Commissioners, contingent on available funds, to allocate \$2,500 to CAAM Events for the Flagler Fondo 2018 to be held September 15-16, 2018. Motion Carries.

6. FUND 110 Discretionary Event Funding Requests:

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

- a) \$22,500 EVP Tour – Pro Beach Volleyball Tour, May 30 – June 3, 2018

Dunn stated this will be the 4th year for this event and staff are looking toward a 2-year phase out of this program as we look to reallocate these funds to a different opportunity. He reiterated that this event is not done for the room nights, but for the television program it produces which includes three 30 second commercials and a 60 second destination spotlight. **Holland** asked about the content of the videos. **Dunn** offered to send links for both of the video's to the Board members.

- **Baker** declared a conflict of interest due to room blocks at the Hammock Beach Resort and will not discuss, but will answer any questions.
- Form 8b completed and signed. [SB 8b](#)

Walker/Crabb. Motion to recommend to the Board of County Commissioners to allocate \$22,500 to EVP Tour, for the Pro Beach Volleyball Tour to be held May 30 – June 3, 2018. Motion Carries with **Baker** abstaining.

- b) \$15,000 United States Lifesaving Assoc. South – USLA SE Regional Championships, July 25-28, 2018

Dunn stated the USLA is a repeat event for City of Flagler Beach, previously hosted in July 2015. There was discussion with the Board regarding permitting and location of the event.

Grimes/Walker. Motion to recommend to the Board of County Commissioners to allocate \$15,000 United States Lifesaving Assoc. South for the USLA SE Regional Championships to be held July 25-28, 2018. Motion Carries.

- c) \$15,000 Twang Thang Music, LLC – Songwriter's Festival, May 4-6, 2018

Dunn stated the event will take place at three different locations over the 3 days of the Festival. Staff is partnering with the Florida & Restaurant Lodging Association (FRLA), WNZF Radio, City of Palm Coast, Palm Coast Observer, and of course Twang Thang Music.

- **Baker** declared a conflict of interest due to room blocks at the Hammock Beach Resort and will not discuss, but will answer any questions. [8b SB](#)
- **Holland** declared a conflict of interest due to being on the planning committee for the event.
- Form 8b completed and signed. [8b MH](#)

Walker/Brown. Motion to recommend to the Board of County Commissioners to allocate \$15,000 to Twang Thang Music, LLC for the Songwriter's Festival to be held May 4-6, 2018. Motion Carries with **Holland** and **Baker** abstaining.

7. Tourism Development Office Update

Dunn read the following changes into the record:

Fund 110 Overnight Stay events approved July 19, 2017 by TDC Board and Ratified August 7, 2017 by BOCC will be adjusted as follows:

- **Flow Fest date postponed from October 22, 2017 and rescheduled for January 6, 2018**

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

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.

Chris Kelly, Dock master, Marineland Marina, thanked Board for their support on the Phase II project at the Marina.

Gary Inks, General Manager, Marineland Dolphin Adventure, introduced himself as the new GM at Marineland Dolphin Adventure and updated TDC Board on new and upcoming changes at Marineland Dolphin Adventure. Also informed the Board he will submit an application for the vacant seat available on the TDC Board.

9. Board Member Commentaries

Baker announced personnel changes at Hammock Beach Resort (HBR). 1) Jason Kern, Director of Group Sales and Marketing, is no longer with HBR. 2) Terry Bechtold, Managing Director, has resigned effective January 29, 2018. 3) Ty Brassie has been hired as the Director of Sales & Marketing.

10. Adjournment

Provencher. Motion to adjourn meeting at 11:54am.

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

[TDC Meeting January 24, 2018](#)

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: FEBRUARY 21, 2018 AT REGULAR MEETING OF TDC