

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
February 21, 2018
11:00 A.M.
Minutes**

MEETING CALLED TO ORDER BY CHAIR GREG HANSEN AT 10:01 A.M.

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

1. Attendance

PRESENT: Chair Greg Hansen, Tom Grimes, Ryan Crabb, Stephen Baker, Milissa Holland, Michelle Brown, Gary Inks

ABSENT: Linda Provencher, Pamela Walker

2. Adoption of Minutes from January 24, 2018 Meeting

Hansen read into record that 3 Form 8B's were filed with the Board Secretary from the January 24, 2018 meeting per FS112.3143(4)(a)

Holland/Grimes. Motion to adopt the January 2018 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review

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

Holland/Grimes. Motion to accept Revenue Report. Motion Carries.

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

4. Accept Marketing Reports For Review

- a) December 2017

Brown/Crabb. Motion to accept December 2017 Marketing Report. Motion Carries.

5. Tourism Development Office Update

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

Holland asked about the status of self-collection of TDT and evaluating if all entities are contributing. **Dunn** responded that the conversation regarding TDT has begun between Commissioners, County Administration and Staff. Regarding the contributions, the RISE (revenue information sharing exchange) agreement does not allow for us to see who is remitting or at what amount. If we go to self-collection, we would then have access to the information.

Dunn updated on his progress and accomplishments as a member of the Board for the NASC (National Association Sports Commissions).

Dunn reviewed grants that were approved based on contingent funds, two for Regional Drive Market and two for Overnight Stay events. This has created some issues so a commitment has been made that awards will not be made on a contingency basis going forward. **Grimes** suggested awarding grants based on past performance rather than projections.

Dunn stated he continues to monitor legislative bills and is working through some of the proposed changes.

Dunn read the following items into the public record:

Fund 110 Regional Drive Market grant awards have date changes as follows:

1. Race of the Runways approved by TDC July 19, 2017 and the BOCC Aug. 7, 2017, had a date change from Feb. 3 to Feb. 17, 2018
2. Hot 'n Spicy Festival approved by TDC July 19, 2017 and the BOCC Aug. 7, 2017 had a date change from Feb. 17-18 to Feb. 11-12, 2018

Fund 110 Discretionary event funding changes:

1. GE National Sales Meeting approved by TDC Oct. 18, 2017 and the BOCC Nov.6, 2017 the contracting agent has changed from the meeting planning third party Mode of Action to Medipysics Inc.-GE healthcare

6. Community Outreach: No one came forward

7. Board Member Commentaries

Baker reported that Carlton Grant is once again back at the Hammock Beach Resort as the Regional General Manger over HBR and Reunion Resort in Orlando.

Grimes shared that his business is feeling the positive results of overflow from events in surrounding areas. However, he feels that race week is getting soft in our area and requested some budgeting consideration for attracting visitors during bike week and race week.

Holland asked about regional relationships for a strategic approach to reciprocate some of the events around the area.

Dunn confirmed that staff does meet and has these types of discussions with colleagues while on the road during sports tourism and destination marketing statewide meetings and conferences.

Brown suggested the use of billboards on the highway highlighting our proximity to the beach. Also asked about information sharing with visitors regarding construction and beach access and signage. **Dunn** stated we are using the Dodge the Dunes campaign for information sharing.

Hansen asked about the possibility of using TDC funds to assist with the reconstruction of some of the walkovers in Beach side. **Dunn** stated that the City of Flagler Beach is currently discussing an application for a Fund 109 grant for \$150,000 to complete work related to the pier bathrooms and surrounding area.

Inks stated that Marineland stakeholders has recently purchased Marineland Florida as a .com/.org, which will allow stakeholders an opportunity to keep track of and manage upcoming events that will be happening in Marineland.

8. Adjournment

Holland. Motion to adjourn meeting at 11:05am.

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:
[TDC MEETING 2/21/2018](#)

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: MARCH 21, 2018 AT REGULAR MEETING OF TDC