

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
July 20, 2016
10:00 A.M.
Minutes**

MEETING CALLED TO ORDER BY CHAIR BARBARA REVELS AT 10:00 A.M.

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

Chair Revels 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 as a vote without a presentation. The Council will still ask for public comment on any motion.

1. Attendance

PRESENT: Chair Barbara Revels, Mayor Linda Provencher, Kurt Allen, Pamela Walker, Tom Grimes, Michelle Brown, Ryan Crabb

ABSENT: Councilman Bill McGuire

2. Adoption Of Minutes From May 2016 Meeting

Allen/Walker. Motion to adopt the May 2016 meeting minutes. Motion Carries.

3. Accept Financial Reports for Review

- a) April 2016 Revenue Report
- b) May 2016 Revenue Report
- c) Budget to Actual Financial Report

Grimes/Crabb. Motion to Accept Financial Reports. Motion Carries.

4. Accept Marketing Reports For Review

- a) May 2016
- b) June 2016

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

5. Fund 109 Capital Improvements

Walker/Brown. Motion to recommend to the Board of County Commissioners to grant \$150,000 from Fund 109 Capital Improvements Fund for Public Tourism Infrastructure Funding of the Palm Coast Arts Foundation, Outdoor Stage project.
Motion carries with **Provencher** dissenting.

Sam Perkovich, President Palm Coast Arts Foundation: Shared video of the building project highlighting each of the four phases of construction. This application is for phase II of the overall project. The request of \$150,000 from TDC and the County is to match the State Grant. PCAF already permitted to begin stage construction. ([presentation](#))

Richard Hamilton, President of the Flagler Auditorium Governing Board: Expressed support of the Palm Coast Arts Foundation project. Shared his disappointment of the process involving the April 19, 2016 BOCC approval of resolutions, by consent agenda, that were, by his perception, insulting to the Flagler Auditorium and the Flagler Playhouse.

Provencher commented she thinks it is a great project but it is a lot of money for one project.

6. FUND 110 Regional Drive Market Grant Applications (formerly Quality of Life):

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

- a) \$1,250 Flagler Film Festival – Flagler Film Festival, January 13-15, 2017
Grimes declared a conflict of interest due to the event being held at the Hilton Garden Inn, and will not discuss, but will answer any questions. Form 8B completed and signed. [8B TG](#)
- **Walker/Crabb. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the Flagler Film Festival to be held January 13-15, 2017. Carries with **Grimes** abstaining.
- b) \$1,250 Flagler Auditorium – Masquerade 5K and Fun Walk, September 16, 2017 ([flier](#))
- **Grimes/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the Masquerade 5K and Fun Walk to be held September 16, 2017. Motion Carries.
- Allen** asked for historical data regarding overnight stays or economic impact for tourism.
Revels stated it does not require overnight stays.
Kim Carney, Event Director explained this is a first year event and does not have any data yet.
- c) \$1,250 Florida Agricultural Museum – Pellicer Creek Raid, October 7-9, 2016
- **Grimes/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the Pellicer Creek Raid to be held October 7-9, 2016. Motion Carries.
- d) \$1,250 FL Hospital Flagler Foundation – Pink Army 5K, October 16, 2016 ([flier](#))
- **Grimes/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the Pink Army 5K to be held October 16, 2016. Motion Carries.
- e) \$1,250 Flagler Beach Historical Museum – Cheer at the Pier, April 8, 2017
- **Grimes/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the Cheer at the Pier to be held April 8, 2017. Motion Carries.
- f) \$1,250 Triumph Endurance Events – Oceans 50 Relay Race, November 12, 2016
- **Crabb/Allen. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the Oceans 50 Relay Race to be held November 12, 2016. Motion Carries.
- g) \$1,250 City of Flagler Beach – Fabulous Fourth of July, July 4, 2017
- **Brown/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the Fabulous Fourth of July to be held July 4, 2017. Motion Carries.

Chair Revels stated there is clarification that members of the TDC that represent City or County Government do not have to declare a conflict when voting on an item that in general is being handled by others. The County Attorney has approved that the Council can move forward with discussion and voting.

Chair Revels questioned an expense for depreciation of vehicles on the grant application.

Penny Overstreet, Clerk for City of Flagler Beach, could not give a specific answer and explained that is not the basis or majority of their expenses.

- h) \$1,250 Choral Arts Society – 3 Concert Series, December 2-4, 2016, May 19-21, 2017 and July 4, 2017
- **Walker/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the 3 Concert Series to be held December 2-4, 2016, May 19-21 and July 4, 2017. Motion Carries.
- i) \$1,250 Rotary Club of Flagler County Foundation – Rotary Fantasy Lights Festival, December 1-30, 2016
- **Grimes/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the Rotary Fantasy Lights Festival, to be held December 1-30, 2016. Motion Carries.
- j) \$1,250 Flagler County BOCC – Native American Festival, February 25-26, 2017
- **Walker/Allen. Motion** to recommend to the Board of County Commissioners to allocate \$1,250 for the Native American Festival to be held February 25-26, 2017. Motion Carries.

Frank Barbuti, Flagler County Parks and Recreation, Last year the event doubled its attendance with over 7,000 people. Expects this year's event to be bigger with an increase in advertising and additional acts.

7. FUND 110 Overnight Stay Special Events Grant Applications:

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

- a) \$2,500 Flagler Broadcasting – KIX Country Fest, October 21-22, 2016 ([flier](#))
- **Crabb/Allen. Motion** to recommend to the Board of County Commissioners to allocate \$2,500 for KIX Country Fest to be held October 21-22, 2016. Motion Carries.

Crabb inquired about the scheduled entertainment.

David Ayers, Flagler Broadcasting, shared their National Act will be Sawyer Brown and many local and regional bands as well.

- b) \$2,500 Flagler Broadcasting – Freedom Fest, November 11-13, 2016 ([flier](#))
- **Allen/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$2,500 for Freedom Fest to be held November 11-13, 2016. Motion Carries.

Kim Carney, public comment, confirmed this event is in relation to the traveling Vietnam War memorial and thankful for the organization of the event in Flagler County.

c) \$8,000 Continuing Education Company – Spring Conference Sessions I & II, March 27-31, 2017

- **Allen/Grimes. Motion** to recommend to the Board of County Commissioners to allocate \$8,000 for Spring Conference Session I & II to be held March 27-31, 2017. Motion Carries.

Walker questioned the status of the Continuing Education Company as a non-profit vs a for profit company.

Walter Ejnes, President, Continuing Education Company, explained that he is an independent medical education organization that does not have membership. The focus of the organization is on Primary Care and Family Medicine. Excess revenue/profit goes back into the company for additional educational opportunities. As an example, last year they were able to offer some online learning sessions.

d) \$8,000 Continuing Education Company – Primary Care Summer Conference, July 10-14, 2017

- **Allen/Crabb. Motion** to recommend to the Board of County Commissioners to allocate \$8,000 for Primary Care Summer Conference to be held July 10-14, 2017. Motion Carries.

e) \$10,000 Flagler Auditorium Governing Board – Flagler Auditorium 2016-2017 Season, October 1, 2016-June 30, 2017

- **Grimes/. Motion** to recommend to the Board of County Commissioners to allocate \$10,000 for Flagler Auditorium 2016-2017 Season to be held October 1, 2016-June 30, 2017. Motion Carries.

Lisa McDevitt, Director Flagler Auditorium, shared the Auditorium was entering their 25th year and will be having many special events. As an example, Southside Johnny is already selling tickets out of the area that are bringing guests into Flagler County. Updated that the Auditorium has had great success to date and they are planning a capital campaign to build extend the lobby and build a 350 seat theatre for smaller shows.

Richard Hamilton, President of the Flagler Auditorium Governing Board, wanted an opportunity to thank the TDC Board for their support in the past. Recognized Lisa McDevitt for her dedication to the Auditorium and the Arts in the community. Also presented information regarding State Grants for the last 4 years that have come to Flagler County for multiple art venues. ([schedule](#))

f) \$5,000 Flagler County Corvette Club – Corvettes At The Beach, October 7-9, 2016

- **Grimes/Crabb** declared a conflict of interest due to the event utilizing rooms at Hilton Garden Inn and Hampton Inn & Suites, and will not discuss, but will answer any questions. Form 8B completed and signed.

[8BTG](#) [8BRC](#)

- **Provencher/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$5,000 for Corvettes At the Beach to be held October 7-9, 2016. Motion Carries with **Grimes** and **Crabb** abstaining.

Paul Kachura, Flagler County Corvette Club, answered questions regarding, use of the grant logo and attendance numbers.

g) \$10,000 Team Florida Lacrosse – Pumpkin Shootout, October 14-15, 2016

- **Crabb/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$10,000 for Pumpkin Shootout to be held October 14-15, 2016. Motion Carries.

Brown pointed out that page 2 of the grant application was missing information regarding the projected verifiable hotel stays. **Dunn** acknowledged this was an oversight but on page 3 there is a history of verified room nights.

h) \$10,000 Ethos Sports Management – Veterans Day Invitational, November 12-13, 2016

- **Grimes/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$10,000 for Veterans Day Invitational to be held November 12-13, 2016. Motion Carries.

i) \$10,000 Ethos Sports Management – MLK Invite, January 7-8, 2017

- **Grimes/Crabb. Motion** to recommend to the Board of County Commissioners to allocate \$10,000 for MLK Invite to be held January 7-8, 2017. Motion Carries.

j) \$10,000 Team Florida Lacrosse – Father’s Day Invitational, June 17-18, 2017

- **Grimes/Brown. Motion** to recommend to the Board of County Commissioners to allocate \$10,000 for Father’s Day Invitational to be held June 17-18, 2017. Motion Carries.

k) \$10,000 PDA Florida – 2016 PDA Fall Classic, October 10-12, 2016

- **Grimes/Walker. Motion** to recommend to the Board of County Commissioners to allocate \$10,000 for PDA Fall Classic to be held October 10-12, 2016. Motion Carries.

Grimes questioned the date on the application, written as October 10-12, 2014.

Dunn confirmed the event date is actually Oct. 7-9, 2016. Recommended bringing back this motion in August with corrected paper work.

Grimes suggested going forward with a vote based on the date confirmation from **Dunn**.

Paul Kachura, Flagler County Corvette Club, expressed his concern regarding multiple events on the same weekend using up the hotel rooms.

8) FUND 110 Discretionary Event Funding Requests: None

9) Tourism Development Office Update

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

Explained why there was a decrease in collections for the months of April and May 2016.

Conversation ensued with the Council regarding the reporting of revenues, the tax rates, ADR & occupancy rates and the data on the STR report and how it can and cannot be used to the advantage of Tourism Development.

For the record, the previously approved Florida Farm Bureau Youth Leadership Conference has been cancelled and the \$2,500 will be put back into the Discretionary Event Fund.

Amy Lukasik, Director of Tourism Marketing, introduced the new 2016-1017 Fantastic Flagler Visitor/Newcomer Guide.

10) 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.

Walter Enjes, Continuing Education Company, Thanked the Council for their support and presented a short video showcasing the results of their Conference's. ([presentation](#))

11) Board Member Commentaries

Provencher confirmed for the record that there is still funding available in both the Regional Drive Market and Overnight Stay Grant programs.

12) Adjournment

Chair Barbara Revels/Grimes motion to adjourn meeting at 11:57am

RECORDING OF MEETING CAN BE ACCESSED BY THE FOLLOWING LINK:

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.