

**FLAGLER COUNTY
TOURIST DEVELOPMENT COUNCIL
Flagler County Government Services Building
Board Chambers – First Floor
August 17, 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.

1. Attendance

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

ABSENT: Tom Grimes, Stephen Baker

2. Adoption Of Minutes From July 2016 Meeting

Chair Revels reviewed 8B's entered into the record during the July 20, 2016 meeting for Agenda items 6a & 7f

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

3. Accept Financial Reports for Review

- a) June 2016 Revenue Report
- b) Budget to Actual Financial Report

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

4. Accept Marketing Reports For Review

- a) July 2016

Revels/Dunn had discussion regarding the Florida First Coast of Golf Report

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

5. Fiscal Year 2016-2017 Fund 110 Promotions Budget

Dunn reports he has met individually with each TDC member to review the plan for FYE 2017 budget. Recapped three highlights of the budget increases for the 110 Promotions Budget; 1) Increase from the current \$370,000 to \$490,000 for ad buys 2) More than doubling rent due to physical move of office to new larger space 3) Printing budget to increase by \$20,000 for printing of a "Tourism" specific Fantastic Flagler.

Dunn explained that the tourism office will be producing a scaled down version of Fantastic Flagler for distribution at official Florida Welcome Centers around the state. Visit Florida rules prohibit real estate information currently in the guide as a result of our partnership with the Chamber of Commerce.

Allen asked about advertising to offset the cost of the new guide. **Dunn** stated at this time there will be no advertising sales. **Amy Lukasik**, Director of Marketing, pointed out that the Chamber guide only contains business's that have a current Chamber membership, whereas our tourism guide will contain all tourism related businesses and will be updated on a quarterly basis.

Netts/Allen. Motion to Accept 110 Promotions Budget. Motion Carries.

6. Tourism Development Office Update

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

Dunn read two items into the record:

- 1) Continuing Education Conference was approved for an Overnight Stay Grant of \$8,000 for the first AND the second session of the conference. The second week dates of April 3-7, 2017 were omitted on the July 20, 2016 agenda. The grant is for 2 different week long sessions.
- 2) There is a date switch for the Swagger Interbike Event. It was originally scheduled for October 17 and has been shifted to October 26-29, 2016.

7. 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.

No one came forward

8. Board Member Commentaries

Walker shared she was recently attending a Travel Conference where many destinations were speaking extensively about turtle activities on their beaches. **Amy Lukasik** stated that sea turtles is the number one product development project for the leisure tourist market. She is investigating firms that can help destinations analyze our sea turtle opportunities for the leisure traveler. Sea turtles, culinary and agri-tourism are the three wish list product development items.

9. Adjournment

Allen/Walker. Motion to adjourn meeting at 10:27am

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.