



**BOARD OF DIRECTORS MEETING
AGENDA – FRIDAY, JULY 17, 2026 at 11:00 am
FLAGLER COUNTY TOURISM OFFICE**

Call to Order/Welcome/Roll Call	Anderson
Secretary's Report	Anderson
a. FC3 Meeting June 2026 Minutes	
Treasurer's Report	Truilo
a. June 2026 Financials	
b. Palm Coast Cultural Arts Grant 2026-27	
c. Flagler TDC Destination Development & Marketing Grants 2026	

Public Comment: (2 Minutes Per Speaker)	Public
---	--------

Old Business:

a. LAA – License Plate Grant Program	All
b. Budget 2026-27	All

Events: (Leads Listed)

- FC3 Q2 Social at City Repertory Theatre – July 23 – Julia, Dani
- Beats & Eats Team – July 30 – Greg Feldman, Julia Truilo
- Annual Meeting – October 1 – Dani, Denise
- Fall Festival – November 14 – Dani, Julia

Membership Committee	Wilcox
Oral History Project	Glasergreen

New Business

Adjourn

Please take notice that any member of the public or elected official may attend this meeting. Only board members as appointed, in accordance with the Bylaws of Flagler County Cultural Council, may vote at this meeting. This notice is provided to meet the spirit of the Sunshine Law to inform the public that elected officials may be present at this meeting. In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these meetings should contact the Flagler County Cultural Council at least 48 hours prior to the meeting. Meetings of the Flagler County Cultural Council are scheduled to occur on the third Friday of the month from 11 a.m. to noon at the Flagler County Tourism Office or such alternate time and place publicly noticed available by contacting the Flagler County Cultural Council at 120 Airport Road, Suite 3, Palm Coast, Florida 32164 or by call information about the organization may be found at www.FlaglerArtsandCulture.org. ling 386-313-4229.

FC3 Strategic Plan Goals: (A) Advocacy (Present a strong, unified voice for the interests of the arts and humanities in Flagler County); (B) Collaboration (Serve as the connecting entity to encourage arts a Humanities partnerships in the community); (C) Support (Provide financial, promotional, and marketing support to FC3 arts and culture partners)

Flagler County Cultural Council (FC3) Board of Directors, Meeting Minutes June 19, 2026 at 11 a.m. Landing Strip Tavern



Key Motions | Topics | Action Items | Proposed Budget

Attendees: Danielle Anderson, Denise Garcia, Julia Truilo, Jay Scherr, Kathy Wilcox, Greg Feldman, Lawson Glasergreen, Flagler County Commissioner Pam Richardson.
Guest: Mike Richardson. Quorum established.

Motions Passed

1. Approval of Previous Meeting Minutes

Motion: Approved as presented

Moved by Greg Feldman, Julia Truilo. **Motion passed.**

2. Acceptance of Treasurer's Report

Discussion:

- Financials remain stable.
- Treasurer noted PayPal festival funds had not yet been transferred into QuickBooks and will reflect in the next report.
- A correction is needed: reports were presented using **calendar year (Jan–May)** rather than **fiscal year format**.

Motion by Kathy Wilcox, Greg Feldman. **Report accepted.**

Key Topics Discussed

1. Financial Stability

Highlights:

- Organization remains financially stable.
- Concern over possible county-wide budget cuts and implications for arts/culture.
- Discussion around Florida’s proposed property tax changes and how they could affect “quality of life” services.

Key Takeaway:

FC3 leadership agreed they should prepare a **worst-case budget scenario** in case public funding is reduced.

2. Advocacy & Public Awareness

Discussion focused heavily on the need to:

- Educate the public on the economic impact of arts.
- Push “quality of life” messaging.
- Use data to support funding preservation.

Tools/Data Mentioned:

- **SMU Arts Data**
- **Americans for the Arts – Arts & Economic Prosperity (AEP)**

Proposed:

- Add a “**Did You Know?**” **economic impact box** on the website.
 - Include arts impact data in newsletters.
 - Build public education campaigns around arts funding.
-

3. Grant Program Updates

Palm Coast Cultural Grants (FY 2026-27)

- Grant cycle is now open.
- Workshops scheduled:
 - **July 17**
 - **July 20**
- Only one application received so far. Most applicants waiting for workshops to submit.

Previous Grant Cycle

- Only 3 awardees have submitted reimbursements.
- Deadline remains end of August 2026.

Action:

Reminder emails continue monthly.

4. Destination Development Grant (Tourism Development Council)

Current available funds remain.

Eligible projects:

- Murals
- Historical signage
- Permanent placemaking
- Art installations

Discussion:

Need more applicants before **October 1** reset.

Potential project idea:

- Decorative bridge welcome installations in Flagler Beach.

5. Grant Review Committee (September)

Confirmed:

- **Julia**
- **Jay**
- **Lawson**

Potential:

- Suzy Gamblain (to be asked)
- Other – From Membership/Committees to begin training next leadership teams.

Goal:

Bring in general membership to help build future review panels.

6. License Plate Program (Tabled)

Discussion:

- Specialty arts plate revenue.
- Potential decorative/souvenir plates.
- Golf cart and bicycle plates explored.

Outcome:

Tabled until next meeting.

7. Membership System Progress

Updates:

- Member database migration underway.
- Wild Apricot system nearly complete.
- Website connection pending.
- Remove calendar duplication.

Additional:

Need mailing budget for:

- Membership coins
- Renewal materials
- Thank-you packets

Estimated:

~\$2 per mailing.

8. Marketing Strategy Expansion

Current outreach includes:

- Monthly print placement in local and regional magazines
- Upcoming **Edible Northeast Florida** placements

Ideas:

- Track ROI (“How did you hear about us?”)
 - Add website survey
 - Increase regional/national exposure
-

9. October Proclamation

Proposal:

Request official proclamations for **National Arts & Humanities Month (October)**.

Goal:

Use proclamation as PR leading into annual meeting.

10. Fall Arts & Crafts Festival

Date Confirmed: November 14, 2026

Location: Central Park, Palm Coast

New Concept:

Shift from daytime-only festival to an immersive **Fall Experience**

Planned:

- Hay maze
- Storytelling
- Fire pit/sing-along
- Historical demonstrations
- Children’s activities
- Limited premium commercial vendors

Goal:

Increase attendance, improve artist quality, and build sponsorship revenue.

Proposed Budget Draft (Based on Discussion)

Revenue Targets

Category	Goal
Membership Revenue	\$5,000
Sponsorships	\$10,000
Festival Vendor Fees	\$6,000
Grants/License Plate Programs	\$5,000
Merchandise Sales	\$2,500

Projected Revenue: \$28,500

Expenses

Festivals & Events

Item	Amount
Spring Festival 2027	\$4,000
Fall Festival 2026	\$5,000
Beats & Eats	\$1,000
Member Socials	\$2,000
Annual Meeting	\$1,200

Subtotal: **\$13,200**

Programs

Item	Amount
Creekside	\$3,500
Scholarships	\$1,000

Subtotal: **\$4,500**

Operations

Item	Amount
D&O Insurance	\$800
Liability Insurance	\$800

Item	Amount
Storage Unit	\$1,800
Membership Mailings	\$300
Marketing/Print/PR	\$2,500
Signage (reusable)	\$1,000
Event Labor (To-Do Dudes)	\$500

Subtotal: **\$7,700**

Total Proposed Expense Budget:

\$25,400

Recommendation:

1. Increase sponsorship targets by at least **\$10,000**
 2. Add 8 premium commercial vendor slots at Fall Festival (\$300 each = \$2,400)
 3. Increase membership recruitment by 100 new members
 4. Expand grant and placemaking funding opportunities
 5. Build merchandise sales (license plates, branded items)
-

Executive Summary

FC3 is stable but entering a period of uncertainty tied to local government budget shifts. The board is proactively focusing on diversification of revenue, stronger advocacy, expanded grant utilization, and larger community-facing events. Major emphasis was placed on demonstrating arts' economic impact and strengthening sustainability through sponsorships, memberships, and placemaking initiatives.

Flagler County Cultural Council, Inc.

Profit & Loss Previous YTD Comparison - detail

October 1, 2025-June 30, 2026

	TOTAL	
	OCT 1 2025 - JUN 30 2026	OCT 1 2024 - JUN 30 2025 (PY)
Revenue		
Contributed income		\$85.00
Donations	3,754.00	3,324.86
Government grants & contracts		
License Plate Funds	2,240.00	1,680.00
Total for Government grants & contracts	\$2,240.00	\$1,680.00
Donations directed by individuals		14,000.00
Total for Contributed income	\$5,994.00	\$19,089.86
Membership	745.00	1,110.00
Participation Fee	2,985.82	2,463.64
Sales of Product Income	1,117.00	773.99
Services		20,000.00
Total for Revenue	\$10,841.82	\$43,437.49
Cost of Goods Sold		
Cost of Goods Sold		
sales tax	91.53	
Total for Cost of Goods Sold	\$91.53	
Total for Cost of Goods Sold	\$91.53	
Gross Profit	\$10,750.29	\$43,437.49
Expenditures		
Advertising & marketing	\$9,794.21	\$2,440.00
Design services	215.00	
Website	336.00	336.00
Total for Advertising & marketing	\$10,345.21	\$2,776.00
Awards & grants to others	1,000.00	
Contract & professional fees	400.00	2,900.00
credit card fees	1.40	
Insurance	\$624.18	
Directors & officers insurance		555.50
Total for Insurance	\$624.18	\$555.50
Occupancy		
Rent	151.56	
Total for Occupancy	\$151.56	
Office expenses	\$270.00	
Bank fees & service charges	12.00	76.98
Licensing	82.00	119.65
Meals	216.35	
Office supplies	21.00	
Software & apps	5,646.00	5,140.00
Total for Office expenses	\$6,247.35	\$5,336.63

Flagler County Cultural Council, Inc.

Profit & Loss Previous YTD Comparison - detail

October 1, 2025-June 30, 2026

TOTAL		
	OCT 1 2025 - JUN 30 2026	OCT 1 2024 - JUN 30 2025 (PY)
Supplies	\$995.22	\$2,483.84
Supplies & materials	1,277.11	802.87
Total for Supplies	\$2,272.33	\$3,286.71
Artist Fee		5,500.00
Total for Expenditures	\$21,042.03	\$20,354.84
Net Operating Revenue	-\$10,291.74	\$23,082.65
Other Revenue		
Other Expenditures		
Net Other Revenue		
Net Revenue	-\$10,291.74	\$23,082.65

Flagler County Cultural Council, Inc.

Profit and Loss By Class

October 1, 2025-June 30, 2026

	ADMINISTRATION	EVENTS	LICENSE PLATE FUNDS	MARKETING	MEMBERSHIP	TURTLE TRAIL	NOT SPECIFIED	TOTAL
Revenue								
Contributed income								
Donations	1,254.00					2,500.00		3,754.00
Government grants & contracts								
License Plate Funds			2,240.00					2,240.00
Total for Government grants & contracts			2,240.00					\$2,240.00
Total for Contributed income	1,254.00		2,240.00			2,500.00		\$5,994.00
Membership					745.00			745.00
Participation Fee		2,985.82						2,985.82
Sales of Product Income	340.00	777.00						1,117.00
Total for Revenue	1,594.00	3,762.82	2,240.00		745.00	2,500.00		\$10,841.82
Cost of Goods Sold								
Cost of Goods Sold								
sales tax		91.53						91.53
Total for Cost of Goods Sold		91.53						\$91.53
Total for Cost of Goods Sold		91.53						\$91.53
Gross Profit	1,594.00	3,671.29	2,240.00		745.00	2,500.00		\$10,750.29
Expenditures								
Advertising & marketing	7,239.21			2,555.00				\$9,794.21
Design services	215.00						75.00	290.00
Website	336.00							336.00
Total for Advertising & marketing	7,790.21			2,555.00			75.00	\$10,420.21
Awards & grants to others	1,000.00							1,000.00
Contract & professional fees		400.00						400.00
credit card fees		1.40						1.40
Insurance		624.18						624.18
Occupancy								
Rent	151.56							151.56
Total for Occupancy	151.56							\$151.56
Office expenses	270.00							\$270.00
Bank fees & service charges	12.00							12.00
Licensing		82.00						82.00
Meals	69.55	146.80						216.35
Office supplies	21.00							21.00
Software & apps	5,646.00							5,646.00
Total for Office expenses	6,018.55	228.80						\$6,247.35
Supplies		126.06				869.16		\$995.22
Supplies & materials		20.00		240.94		1,016.17		1,277.11
Total for Supplies		146.06		240.94		1,885.33		\$2,272.33
Total for Expenditures	14,960.32	1,400.44		2,795.94		1,885.33	75.00	\$21,117.03
Net Operating Revenue	-13,366.32	2,270.85	2,240.00	-2,795.94	745.00	614.67	-75.00	-
								\$10,366.74
Net Revenue	-13,366.32	2,270.85	2,240.00	-2,795.94	745.00	614.67	-75.00	-
								\$10,366.74

Flagler County Cultural Council, Inc.

Balance Sheet Previous Year Comparison

As of June 30, 2026

	TOTAL			
	AS OF JUN 30, 2026	AS OF JUN 30, 2025 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
101 Petty Cash	230.00	195.00	35.00	17.95 %
102 Event Cash	104.90	124.90	-20.00	-16.01 %
103 South State Bank Checking	44,628.81	18,704.81	25,924.00	138.60 %
Total Bank Accounts	\$44,963.71	\$19,024.71	\$25,939.00	136.34 %
Accounts Receivable				
152 Pledges Receivable	-89,808.55	20,000.00	-109,808.55	-549.04 %
Total Accounts Receivable	\$ -89,808.55	\$20,000.00	\$ -109,808.55	-549.04 %
Other Current Assets				
City of Palm Coast Cultural Grant	89,808.55		89,808.55	
Total Other Current Assets	\$89,808.55	\$0.00	\$89,808.55	0.00%
Total Current Assets	\$44,963.71	\$39,024.71	\$5,939.00	15.22 %
TOTAL ASSETS	\$44,963.71	\$39,024.71	\$5,939.00	15.22 %
LIABILITIES AND EQUITY				
Liabilities				
Total Liabilities			\$0.00	0.00%
Equity				
Retained Earnings	55,330.45	15,942.06	39,388.39	247.07 %
Net Revenue	-10,366.74	23,082.65	-33,449.39	-144.91 %
Total Equity	\$44,963.71	\$39,024.71	\$5,939.00	15.22 %
TOTAL LIABILITIES AND EQUITY	\$44,963.71	\$39,024.71	\$5,939.00	15.22 %