



BOARD OF DIRECTORS MEETING
AGENDA – FRIDAY, October 16, 2026 at 11:00 am
FLAGLER COUNTY TOURISM OFFICE

Call to Order/Welcome/Roll Call	Anderson
Secretary's Report	Anderson
a. FC3 Meeting September 2026 Minutes	
Treasurer's Report	Truilo
a. September 2026 Financials	
b. Grants Update – Palm Coast, Flagler TDC	
Public Comment: (2 Minutes Per Speaker)	Public
New/Old Business:	
a. FC3 Strategic Plan 2026-27 Milestones Year 3 FC3-Final-Report.pdf	All
b. Grants 2026-27 Review, Project Identification	Bryan
Membership Committee	Wilcox
Oral History Project	Glasergreen
Turtle Trail, Turtle Book, Brochure	Crouch
FC3 Social - Q1 2027	All
Events: (Leads Listed)	
- Beats & Eats Team – Oct. 22 – Lawson Glasergreen, Denise Garcia (5 pm – 8 pm at The Stage)	
- Fall Festival – November 14 – Dani, Denise, Julia+ (Town Center, Palm Coast)	

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
September 18, 2026 at 11 a.m.
Flagler County Tourism Office**



Key Motions | Topics | Action Items | Accomplishments

Attendees: Danielle Anderson, Denise Garcia, Julia Truilo, Jay Scherr, Greg Feldman, Lawson Glasergreen, Kathy Wilcox, Ken Bryan, Sarah Ullis, Flagler County Commissioner Pam Richardson, Palm Coast Vice Mayor Theresa Pontieri, Bunnell Mayor Catherine Robinson, Debra Morgan, Flagler County Tourism Office liaison.

Guests: Priscilla Humay and Julie Walthall, vice chair of the Palm Coast Parks and Recreation Advisory Board. Quorum established.

Motions Passed

1. Approval of Previous Meeting Minutes

Motion: Approve the August 2026 FC3 meeting minutes as presented.

Outcome: Moved by Ken Bryan, seconded Greg Feldman. Motion passed unanimously.

2. Acceptance of Treasurer's Report

Discussion:

- FC3's fiscal year runs from October through September, and the organization was nearing fiscal year-end.
- The balance-sheet accounts receivable figure is a carryover from the original Palm Coast grant-payment process. The process has changed and the balance is expected to clear in the next fiscal year.
- The board confirmed that the upcoming fiscal-year budget had already been reviewed and approved at the prior meeting following a budget workshop.

Motion: Accept the August 2026 treasurer's report and financial statements.

Outcome: Moved by Jay Scherr, seconded by Greg Feldman. Motion passed unanimously.

3. Election of Priscilla Humay to the Board of Directors

Discussion:

- Humay described her work with the curatorial staff at Expressions Gallery, her involvement with the Colored Pencil Society of America, and her commitment to creating exhibition opportunities for local artists and students.
- She proposed using the gallery's agreements and procedures as a template for businesses interested in displaying local art and confirmed her willingness to volunteer at FC3 programs and events.
- Board members cited her arts expertise, community connections, positive demeanor, and alignment with FC3's mission.

Motion: Elect Priscilla Humay to the FC3 Board of Directors in the seat previously held by Nancy Crouch.

Outcome: Moved by Julia Truilo and seconded by Greg Feldman. Motion passed unanimously.

4. Palm Coast Parks and Recreation Advisory Board Liaison

Motion: Amend the bylaws to add a Palm Coast Parks and Recreation Advisory Board representative as a nonvoting ex officio member of FC3.

Moved by: Greg Feldman. Seconded by Denise Garcia. Motion passed unanimously.

Outcome: Julia Walthall accepted the ex officio liaison role.

5. Adjournment

Motion: Adjourn the meeting at the conclusion of business.

Outcome: Motion made by Priscilla Humay, seconded by Greg Feldman at 12:46 p.m.

Key Topics Discussed

1. Palm Coast Cultural Arts Grant Update

Current Cycle:

- The cultural arts grant review panel completed a publicly noticed review meeting. Eight organizations applied, and five applicants appeared to answer questions.
- The panel report was forwarded to Palm Coast staff for presentation to the City Council.
- All 2025-26 grantees submitted reimbursement requests. Those requests were forwarded to city staff so the cycle could close within the fiscal year.
- The 2026-27 grant cycle begins in October. Awarded organizations may complete projects and submit reimbursement requests through Sept. 15, 2027.

Funding:

- Palm Coast cultural arts funding was maintained at \$90,000 after an initial proposal to reduce the allocation from \$100,000 to \$75,000.
- Vice Mayor Pontieri encouraged FC3 representatives to participate early in the next city budget process, beginning around June 2027, and advocate for restoration or preservation of the full allocation.

Key Takeaway: FC3 must maintain a visible presence during future municipal budget discussions to protect cultural grant funding.

2. Board Grant Policy and Administration Review

Programs Reviewed:

- Palm Coast Cultural Arts Grant - FC3 manages the review process under agreement with the City of Palm Coast. The funds belong to Palm Coast and are not FC3 operating funds.
- Flagler County TDC Destination Development Grant - FC3 reviews eligible applications for murals, placemaking, historical interpretation, art installations, and related tourism assets. When funds remain available, applications must be reviewed within the agreement's required timeframe.
- Proposed TDC Special Event Marketing Grant - the concept remains under development. FC3 expressed interest in helping, but the county has not finalized the program and the FC3 board has not voted to open or administer it.
- Tom Gargiulo Art in Public Places Grant - this is FC3-controlled revenue received from the State of Florida when Flagler County residents purchase the specialty arts license plate.

License Plate Revenue:

- FC3 receives \$20 per qualifying plate purchase. Deposits vary based on state collections.
- Approximately \$3,500 had been collected from October through August.
- State rules require eligible distribution and annual reporting. The board has approved the general grant concept but still must develop the application.
- The tentative goal is to announce the new grant at the Oct. 1 Annual Meeting and open the program in January 2027.

Clarification: Existing Palm Coast and TDC grant programs serve different purposes. Applicants should review each program's rules and may pursue multiple opportunities when the individual program guidelines allow it.

Note: FC3 Chair Danielle Anderson expressed concern regarding SEMG parameters, and communication between FC3 and TDO regarding grant programs. Further grant program meetings between FC3 and TDO

will be publicly noticed and include a member of the executive committee in addition to the FC3 grant administrator. Reminder to board that FC3 must vote to accept administration of future grant programs, as a matter of procedure.

3. Regional Participation and Arts Advocacy

Municipal Support:

- Members discussed the importance of broader municipal participation in countywide arts support. Palm Coast currently funds the principal cultural arts grant program.
- FC3 did not seek operating contributions from Bunnell or Flagler Beach during the current cycle because of uncertainty surrounding Amendment 3 and the smaller municipal budgets. Members agreed even modest future contributions would demonstrate shared commitment.
- Bunnell's approximately \$7,000 support for the mural project was noted as a recent arts and culture contribution, although it came from Community Redevelopment Agency funds rather than the general fund.

State Funding:

- No Flagler County organization received funding from the recently released second tranche of state arts support, and only a small number of nearby organizations were funded.
- Members discussed educating legislators about unmet local needs and strengthening Flagler County's state-level arts advocacy.

Action: Prepare coordinated advocacy before the next local and state budget cycles.

4. Membership System Progress

Updates:

- The WildApricot membership portal is operational after several months of setup and testing.
- Renewal notices are being issued, online payments are processing, and the sign-up pathway was simplified after live user feedback.
- The Membership Committee will email members and contacts with the new portal link and instructions and will troubleshoot issues during rollout.
- The committee is exploring updated member information materials, a future FC3 member yearbook or directory, business cards, and QR-code tools.

Outreach Accomplishment: At Palm Coast Connect, visitors received membership applications, Turtle Trail brochures, and turtle coins. One new member joined and expressed interest in volunteering.

5. Flagler County Oral History Project

Daytona State College Outreach:

- FC3 representatives introduced the project to approximately 35 students at Daytona State College's Palm Coast campus.
- An estimated four to six students showed serious initial interest. One student identified a possible connection to the Moody family as a potential topic.
- Participation is voluntary and requires students to develop proposals based on subjects they genuinely care about.

Project Requirements:

- Students will identify an interview subject, obtain consent and release forms, conduct research, prepare interview questions, record the oral history, and provide supporting context.
- The anticipated product is a concise video of approximately 20 minutes supported by a storyboard, transcript, historical context paper, images or artifacts where appropriate, and completed releases.
- Interviews are expected in November or early December. Recording, transcript, context paper, and release materials are anticipated around Dec. 6.

FC3 Role:

- Connect students with knowledgeable residents, historians, organizations, and potential interview subjects.
- Help match student interests with meaningful Flagler County topics rather than assigning interviews without a clear connection.
- Provide recognition and certificates, including possible FC3, commissioner, and Daytona State acknowledgments.
- Present a brief overview at the Annual Meeting and recruit community topic suggestions and volunteers.

Schedule Adjustment: Final board review, recognition, and public presentation may occur in January or February 2027 so students can finish their academic submissions by the end of the fall term.

Future Display: Possible outlets include FC3's website or YouTube presence and storyboard displays at Palm Coast's planned Legacy Fire Station 22 historical and event space.

6. Turtle Trail, Turtle Book and Brochure

Updates:

- The SMA turtle installation was postponed to 2027 because of building-related timing.
- Three turtle installations are tentatively anticipated in 2027, including the SMA location and two additional potential sponsors or placements.
- The Turtle Trail book is in production and is expected before the end of the year.
- The remaining publication task is to review the existing Turtle Trail brochure and determine whether updates are needed.

7. Grant Opportunities for 2026 27

Discussion:

- Potential funding opportunities emphasizing staff and operating support were circulated to board members.
- The anticipated volunteer grant writer did not respond to outreach, so FC3 will proceed with internal review and prioritization.
- Ken Bryan agreed to review the list and identify opportunities that appear worthwhile for FC3.
- Board members were invited to use relevant opportunities for other eligible nonprofit organizations as appropriate.

8. Upcoming Events

Beats and Eats - Sept. 24:

- Jay Scherr and Ken Bryan remain assigned from 5 to 8 p.m. at The Stage.
- Because prior dates were canceled, the team should monitor weather and event status.

Annual Meeting - Oct. 1:

- The meeting will be held at the Palm Coast Community Center with catering planned for approximately 40 attendees.
- Board members were asked to register through the Google form and attend their assigned program portions.
- Planned roles include the pledge, a grant overview, an Oral History Project presentation, and a presentation concerning Tom Gargiulo.

National Arts and Humanities Month Proclamation - Oct. 5:

- The Flagler County Board of County Commissioners proclamation is scheduled for 9 a.m.
- Board members were encouraged to attend. FC3 will also explore a Palm Coast proclamation.

Fall Arts and Crafts Festival - Nov. 14:

- Planning at Town Center Central Park is progressing.
- Detailed operational updates will be circulated separately to the board.

9. Additional Community Initiatives

Art Walk Concept:

- Ken Bryan (lead) discussed piloting a periodic art walk in Flagler Beach, Palm Coast, or another walkable district.
- A small group of participating businesses could display local artwork, host artists, offer refreshments, and create opportunities for sales and public engagement.
- The concept will return for a future agenda. Interested members offered to help identify businesses and develop a manageable pilot.

Artistic Bicycle Racks:

- Flagler Strong agreed to provide matching funds for artistic bicycle racks in Flagler Beach.
- A Destination Development Grant application is being pursued with Keep Flagler Beach Beautiful and the Flagler Beach Community Redevelopment Agency.
- The project would improve access to tourism-area amenities while adding functional public art.

Flagler Schools Liaison:

- Denise Garcia (lead) supported exploring a Flagler Schools representative to strengthen connections with students and educators and cultivate future arts leadership.
- The preferred approach is to ask the School Board to designate a member or, if necessary, an appropriate senior staff liaison.
- Outreach should begin before post-election board liaison assignments are finalized.

Action Items

1. Julia Truilo - complete the Palm Coast cultural arts grant report presentation and continue closeout of 2025-26 reimbursements.
 2. Grant team and board - schedule a working session to finalize the TG Art in Public Places grant application and January launch plan.
 3. Board leadership - continue discussions on the proposed TDC special event marketing grant only after the county finalizes its structure and requirements.
 4. Board and municipal liaisons - plan early advocacy for the next Palm Coast cultural arts budget and explore proportionate participation from other municipalities when appropriate.
 5. Kathy Wilcox - distribute the membership portal email and continue work on member materials, a directory or yearbook, and business card or QR-code options.
 6. Lawson Glasergreen - circulate the Oral History Project materials, prepare student storyboard guidance, and coordinate a brief Annual Meeting presentation with Commissioner Pam Richardson.
 7. All board members - submit potential oral history topics, interview subjects, relevant background, and contact information.
 8. Oral History Project team - create a public outreach email or form for community topic suggestions and coordinate the January or February 2027 review and recognition schedule.
 9. Turtle Trail team - review the existing brochure and continue monitoring the book and 2027 installations.
 10. Ken Bryan - review the circulated grant opportunities and recommend the most promising staffing and operating-support prospects.
 11. Jay Scherr and Ken Bryan - monitor and staff Beats and Eats on Sept. 24 if the event proceeds.
 12. Danielle Anderson - resend the Annual Meeting registration link, circulate Fall Festival notes, and explore a Palm Coast proclamation.
 13. All board members - register for and attend the Oct. 1 Annual Meeting and attend the Oct. 5 county proclamation if available.
 14. Board leadership - contact Flagler Schools about designating a School Board member or senior staff liaison.
 15. Interested volunteers - develop the art walk concept for a future agenda, including possible business hosts, a walkable area, and a pilot schedule.
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Accomplishments

- Approved the August meeting minutes and August financial report.
- Elected Priscilla Humay to the FC3 Board of Directors.
- Added a nonvoting Palm Coast Parks and Recreation Advisory Board liaison position and welcomed Julia Walthall.
- Completed the Palm Coast cultural arts grant review and forwarded the panel report to city staff.
- Advanced all 2025-26 cultural arts grant reimbursement requests for fiscal-year closeout.
- Launched the WildApricot membership portal with active renewals and online payments.
- Introduced the Oral History Project to Daytona State College students and generated initial student interest.
- Moved the Turtle Trail book, 2027 turtle planning, Fall Festival preparations, and artistic bicycle rack funding strategy forward.
- Added a new member and potential volunteer through Palm Coast Connect outreach.

Executive Summary

FC3 closed its September meeting with several organizational milestones: the board elected Priscilla Humay, established a Palm Coast Parks and Recreation Advisory Board liaison position, completed a major cultural grant review, and launched its new membership portal. The board also clarified its responsibilities across the Palm Coast, TDC, and LAA license plate grant programs and identified the policy work still required before the new TG Art in Public Places grant opens.

Program work continues to expand through the Daytona State College Oral History Project, Turtle Trail publications and installations, National Arts and Humanities Month activities, the Annual Meeting, and the Fall Arts and Crafts Festival. The board's principal priorities are now completing grant procedures, strengthening advocacy, recruiting members and volunteers, connecting students with local history resources, and building partnerships that increase access to arts and culture throughout Flagler County.

Flagler County Cultural Council, Inc.

Profit and Loss By Class
October, 2025-September, 2026

	Administration	Events	License Plate Funds	Marketing	Membership	Turtle Trail	Total
Revenue							
Contributed income							
Donations	1,504.00					2,500.00	4,004.00
Government grants & contracts							
License Plate Funds			3,890.84				3,890.84
Total for Government grants & contracts			3,890.84				\$3,890.84
Total for Contributed income	1,504.00		3,890.84			2,500.00	\$7,894.84
Membership					3,000.00		3,000.00
Participation Fee		5,100.82					5,100.82
Sales of Product Income	340.00	777.00					1,117.00
Total for Revenue	1,844.00	5,877.82	3,890.84		3,000.00	2,500.00	\$17,112.66
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	1,844.00	5,786.29	3,890.84		3,000.00	2,500.00	\$17,021.13
Expenditures							
Advertising & marketing	8,950.82	536.10		2,635.00			\$12,121.92
Design services	215.00	75.00					290.00
Website	528.00						528.00
Total for Advertising & marketing	9,693.82	611.10		2,635.00			\$12,939.92
Awards & grants to others	1,000.00						1,000.00
Contract & professional fees		400.00					\$400.00
Accounting fees	500.00						500.00
Total for Contract & professional fees	500.00	400.00					\$900.00
credit card fees	104.98	1.40			20.62		127.00
Insurance	101.00	624.18					725.18
Occupancy							
Rent	556.95						556.95
Total for Occupancy	556.95						\$556.95
Office expenses	125.73						\$125.73
Bank fees & service charges	12.00						12.00
Licensing	50.00	244.03					294.03
Meals	901.29	146.80					1,048.09
Memberships & subscriptions					-125.00		-125.00
Office supplies	21.00						21.00
Software & apps	5,751.16						5,751.16
Total for Office expenses	6,861.18	390.83			-125.00		\$7,127.01

Flagler County Cultural Council, Inc.

Profit and Loss By Class
October, 2025-September, 2026

	Administration	Events	License Plate Funds	Marketing	Membership	Turtle Trail	Total
Supplies		126.06				869.16	\$995.22
Supplies & materials		107.45		240.94		1,016.17	1,364.56
Total for Supplies		233.51		240.94		1,885.33	\$2,359.78
Total for Expenditures	18,817.93	2,261.02		2,875.94	-104.38	1,885.33	\$25,735.84
Net Operating Revenue	-16,973.93	3,525.27	3,890.84	-2,875.94	3,104.38	614.67	-\$8,714.71
Net Revenue	-16,973.93	3,525.27	3,890.84	-2,875.94	3,104.38	614.67	-\$8,714.71

Flagler County Cultural Council, Inc.

Profit & Loss Prev Yr Comparison

October 2025 - September 2026

	TOTAL		
	OCT 2025 - SEP 2026	OCT 2024 - SEP 2025 (PY YTD)	% OF COLUMN
Revenue			
Contributed income		85.00	
Donations	4,004.00	3,324.86	-45.95 %
Donations directed by individuals		14,000.00	
Government grants & contracts			
License Plate Funds	3,890.84	3,142.74	-44.65 %
Total Government grants & contracts	3,890.84	3,142.74	-44.65 %
Total Contributed income	7,894.84	20,552.60	-90.59 %
Membership	3,000.00	2,180.00	-34.42 %
Participation Fee	5,100.82	3,243.64	-58.53 %
Sales of Product Income	1,117.00	1,025.83	-12.82 %
Services		40,000.00	
Total Revenue	\$17,112.66	\$67,002.07	-196.37 %
Cost of Goods Sold			
Cost of Goods Sold			
sales tax	91.53		-1.05 %
Total Cost of Goods Sold	91.53		-1.05 %
Total Cost of Goods Sold	\$91.53	\$0.00	-1.05 %
GROSS PROFIT	\$17,021.13	\$67,002.07	-195.31 %
Expenditures			
Advertising & marketing	12,121.92	6,534.06	-139.10 %
Design services	290.00	1,500.00	-3.33 %
Website	528.00	480.00	-6.06 %
Total Advertising & marketing	12,939.92	8,514.06	-148.48 %
Artist Fee		5,500.00	
Awards & grants to others	1,000.00	950.00	-11.47 %
Contract & professional fees	400.00	2,900.00	-4.59 %
Accounting fees	500.00		-5.74 %
Total Contract & professional fees	900.00	2,900.00	-10.33 %
credit card fees	127.00		-1.46 %
Insurance	725.18		-8.32 %
Directors & officers insurance		1,088.78	
Total Insurance	725.18	1,088.78	-8.32 %
Occupancy			
Rent	556.95		-6.39 %
Total Occupancy	556.95		-6.39 %

Flagler County Cultural Council, Inc.

Profit & Loss Prev Yr Comparison

October 2025 - September 2026

	TOTAL		
	OCT 2025 - SEP 2026	OCT 2024 - SEP 2025 (PY YTD)	% OF COLUMN
Office expenses	125.73		-1.44 %
Bank fees & service charges	12.00	114.48	-0.14 %
Licensing	294.03	119.65	-3.37 %
Meals	1,048.09		-12.03 %
Memberships & subscriptions	-125.00		1.43 %
Office supplies	21.00		-0.24 %
Software & apps	5,751.16	5,140.00	-65.99 %
Total Office expenses	7,127.01	5,374.13	-81.78 %
Supplies	995.22	2,483.84	-11.42 %
Supplies & materials	1,364.56	802.87	-15.66 %
Total Supplies	2,359.78	3,286.71	-27.08 %
Total Expenditures	\$25,735.84	\$27,613.68	-295.31 %
NET OPERATING REVENUE	\$ -8,714.71	\$39,388.39	100.00 %
NET REVENUE	\$ -8,714.71	\$39,388.39	100.00 %

Flagler County Cultural Council, Inc.

Balance Sheet Previous Year Comparison

As of October 1, 2026

	TOTAL			
	AS OF OCT 1, 2026	AS OF OCT 1, 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	46,280.84	35,190.55	11,090.29	31.51 %
Total Bank Accounts	\$46,615.74	\$35,510.45	\$11,105.29	31.27 %
Accounts Receivable				
152 Pledges Receivable	-89,808.55	-21,438.00	-68,370.55	-318.92 %
Total Accounts Receivable	\$ -89,808.55	\$ -21,438.00	\$ -68,370.55	-318.92 %
Other Current Assets				
City of Palm Coast Cultural Grant	89,808.55	41,438.00	48,370.55	116.73 %
Total Other Current Assets	\$89,808.55	\$41,438.00	\$48,370.55	116.73 %
Total Current Assets	\$46,615.74	\$55,510.45	\$ -8,894.71	-16.02 %
TOTAL ASSETS	\$46,615.74	\$55,510.45	\$ -8,894.71	-16.02 %
LIABILITIES AND EQUITY				
Liabilities				
Total Liabilities			\$0.00	0.00%
Equity				
Retained Earnings	46,615.74	55,330.45	-8,714.71	-15.75 %
Net Revenue		180.00	-180.00	-100.00 %
Total Equity	\$46,615.74	\$55,510.45	\$ -8,894.71	-16.02 %
TOTAL LIABILITIES AND EQUITY	\$46,615.74	\$55,510.45	\$ -8,894.71	-16.02 %



Date	Event	Time	Location	Volunteers	Full Set Up/Show Up	Notes
4/11/26	Bunnell History Day	9 am – 5 pm	Holden House, Bunnell	Dani, Lawson (?), Greg (?)	Full Set Up	Debra to drop & pick up set up/tent
4/25/26	Celebrate Trails Day	11 am - 1 pm	Waterfront Park, PC	Jay, Julia	Show Up	Debra to prepare display
5/2/26	Arbor Day	9 am - 1 pm	Town Center, Palm Coast	Dani	Full Set Up	Booth with craft activity
5/6-7/26	FC3 Scholarship Drive	5-6 pm	Student's Home	Nancy	Show Up	Volunteers Needed
5/9/26	2026 Spring Festival & Garden	8 am - 4 pm S1- 8 am to noon, S2- noon - 4	Town Center, Palm Coast	Nancy, Denise, Lawson, Debra (All Day), S1 – Kathy S2 – Dani Greg (?)	Full Set Up	Debra to drop & pick up tent/supplies. *Jay help load Friday, Lawson help unload Saturday.
5/21/26	FC3 Q2 Member Social	5 - 6:30 pm	"The Vault" at Historic Bunnell Courthouse	Ed/Dani (lead)	Table Display	FC3 to supply refreshments
5/28/26 RESCHED 6/18/26	Beats & Eats	5-8 pm	The Stage at Palm Coast Town Center (PCTC)	Dani, Julia Mark Woods - Bar	Full Set Up	Tent & Complete Kit to be stored at PCTC
6/25/26	Beats & Eats	5-8 pm	The Stage – PCTC	Lawson, Kathy, Mark Woods - Bar	Full Set Up	Tent & Complete Kit to be stored at PCTC



7/23/26	FC3 Summer Member Social	5-7 pm	City Repertory Theatre	Julia (lead)	Display Table	FC3 to supply refreshments
7/30/26	Beats & Eats	5-8 pm	The Stage – PCTC	Greg, Julia, Mark Woods – Bar	Full Set Up	Tent & Complete Kit to be stored at PCTC
8/27/26	Beats & Eats	5-8 pm	The Stage – PCTC	Teresa, Nancy, Mark Woods - Bar	Full Set Up	Tent & Complete Kit to be stored at PCTC
9/24/26	Beats & Eats	5-8 pm	The Stage – PCTC	Jay, Ken, Mark Woods – Bar	Full Set Up	Tent & Complete Kit to be stored at PCTC
10/1/26	FC3 Annual Meeting	5:30 – 7 pm	Nexus Center	Dani, Nancy	Table Display	Reserve/Confirm Location & Catering
10/22/26	Beats & Eats	5-8 pm	The Stage – PCTC	Lawson, Denise, Mark Woods - Bar	Full Set Up	Tent & Complete Kit to be stored at PCTC
11/14/26	2026 Fall Arts Festival	9 am – 3 pm	Town Center, Palm Coast	Dani, Denise, Julia +	Full Set Up	
11/18/26	Festival of Trees	TBD	Flagler County Public Library	Dani, Debra, Denise, Kathy, other	Tree & Decorations	Dani to submit 2026 application
TBD	FC3 Q4 Member Social	TBD				

***If you cannot cover your shift, it is your responsibility to find a replacement volunteer and let team members know of the change. Refer to your FC3 board manual for contact information.**

Connecting our community



Annual Marketing Report

October 2025–October 2026

Digital visibility, media placements and community outreach

FC3's supplied analytics show substantial Facebook growth and a strong local audience. Visual storytelling is the leading source of views, while most views come from people who do not yet follow the page—an opportunity to turn discovery into ongoing connection.

269,592

Facebook views

+360% shown

20,286

Facebook engagement

+334.9% shown

576

Net new followers

638 follows; 62 unfollows

What the results tell us

Broader awareness: 78.4% of Facebook views came from non-followers.

Local relevance: 85.1% of the lifetime audience is in Palm Coast, Flagler Beach and Bunnell combined.

Visual impact: Single-photo and multi-photo content account for 92.2% of views.

Reporting scope. Prepared October 5, 2026 from six supplied analytics files. Reporting period: October 2025–October 2026, as confirmed by FC3. Facebook exports display "Oct 1 – Oct 5"; engagement and audience comparisons reference the previous 370 days. Other channel snapshots have separate timeframes.

Facebook performance

The principal measured channel delivered higher visibility, interaction and audience acquisition across the supplied reporting window.

Measure	Reported result	Change shown
Views	269,592	+360%
Engagement	20,286	+334.9%
Follows	638	+184.8%
Net follows	576	—
Total followers	1,696	—
Page visits	6,416	+81.8%
3-second video views	1,308	+2,195%

Interaction and discovery

Facebook records **3,982 reactions, 502 comments and 352 shares**—4,836 combined interactions in these three categories. The dashboard's broader engagement total is 20,286; it should not be equated with that subtotal. Reactions represent 82.3% of the displayed interaction mix, comments 10.4% and shares 7.3%.

Discovery reaches beyond existing followers. Non-followers account for 78.4% of views and 41.4% of engagement. Followers generate 21.6% of views and 58.6% of engagement. This suggests a useful balance between attracting attention and maintaining an active core audience.

Where content is discovered

Traffic source	Share
Your Page	45.9%
Feed	41.1%
Other / Reels / Groups	7.7% / 4.3% / 1%

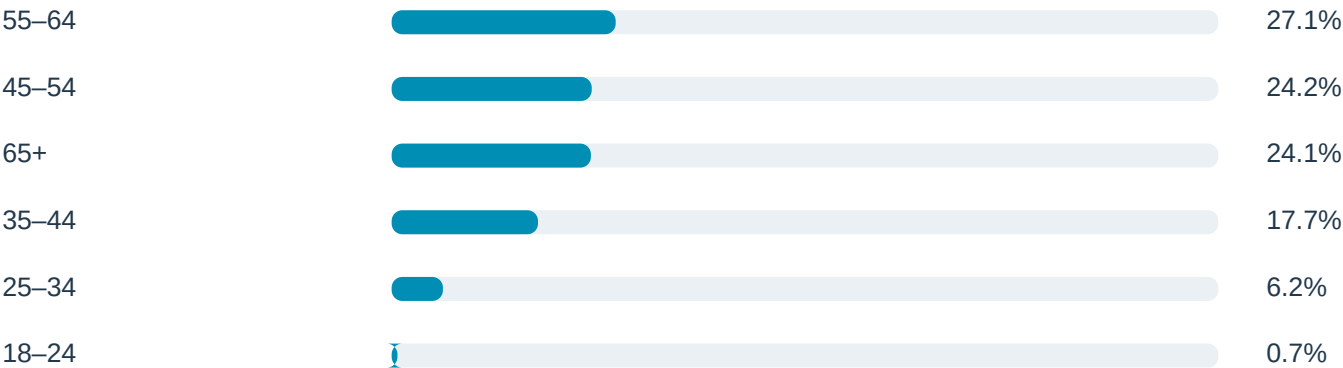
Source: Facebook FC3 Views, Engagement and Audience PDFs. Changes are dashboard-reported comparisons; views are not unique people. No advertising spend or organic/paid split was supplied.

Audience & content insights

A strong Flagler County audience

Palm Coast accounts for 73% of the lifetime audience, followed by Flagler Beach (8.5%) and Bunnell (3.6%). Together, these communities represent **85.1%**. Ormond Beach contributes 3.6%, Saint Augustine 3.1%, and other cities 8.2%. The United States accounts for 98.9%.

Age distribution • lifetime audience



75.4% are age 45 or older. FC3's existing audience offers a strong base for cultural participation and advocacy. Content featuring students, emerging artists and intergenerational experiences could help broaden future participation.

Photography drives visibility

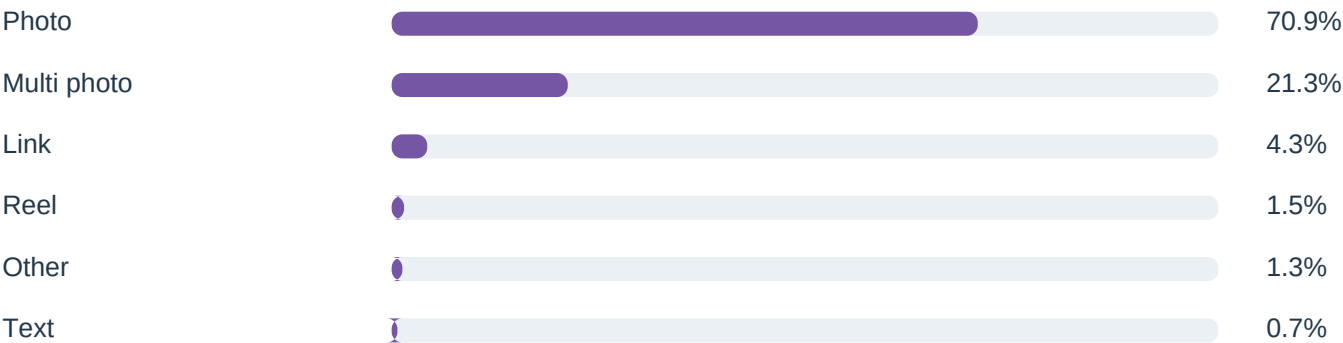
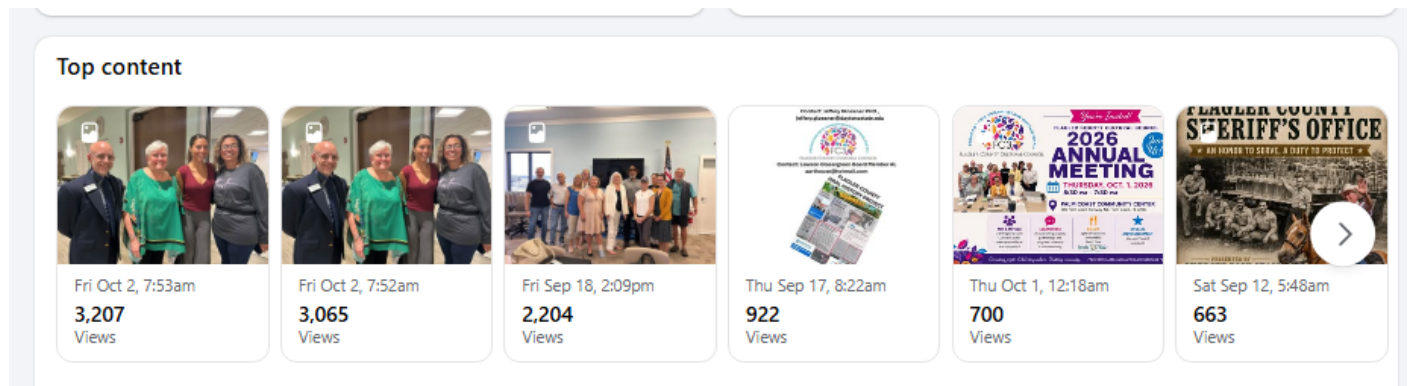


Photo formats contribute 92.2% of views. This is a share of total views, not a per-post effectiveness measure; posting volume by format was not supplied. Source: Facebook Views and Audience PDFs.

Channel & campaign highlights

People-centered posts lead the supplied top-content list

The six displayed posts recorded 3,207; 3,065; 2,204; 922; 700; and 663 views. The three leading thumbnails feature people and groups. Two October 2 posts together generated **6,272 views**; their audiences may overlap. The screenshot does not establish a full-year ranking.



Instagram • a developing presence

The supplied profile snapshot shows **85 followers, 13 posts and 78 accounts followed**. Visible content includes arts festivals, community events and seasonal creative imagery. These are account snapshot totals, not annual growth or reach measures; the capture date is not shown.

LinkedIn • annual highlights

The highlights screenshot covers **October 4, 2025–October 3, 2026** and reports **71 impressions, 4 reactions, 2 comments and 0 reposts**. FC3 reports **38 LinkedIn followers**. This follower count is a current snapshot, not annual growth. LinkedIn impressions remain separate from Facebook views and Instagram follower totals.

Implications for FC3 marketing

Advocacy: Pair visibility with clear messages about the value of local arts, culture and history.

Collaboration: Feature participating organizations, artists and community partners, and coordinate shared promotion.

Support: Give member opportunities, cultural events and participation links a consistent place in content.

Sources: image (66).png (top content); IMG_5850.jpeg (Instagram); image (65).png (LinkedIn highlights); LinkedIn follower count supplied by FC3. Strategic implications are proposed applications of the supplied findings.

Media & community outreach

FC3's marketing program combines social media with magazine articles, advertising and direct community outreach. The following activity inventory was supplied by FC3 for the October 2025–October 2026 report.

Magazine articles & advertising

Coastal Neighbors: Articles and advertisements across 10 issues.

Evolve magazine: Two articles and two advertisements.

Sun & Surf magazine: Three advertisements and a feature article.

Additional advertising outlets

The Observer • AskFlagler • FlaglerLive • Flagler News Weekly • Flagler Broadcasting

Marketing outreach & community events

Fall Festival 2025

Spring Festival 2026

Connecting to Palm Coast Expo 2026

Beats & Eats

Bunnell History Day 2026

Creekside 2026

Expressions Turtle Trail Artists of Flagler County

Festival of Trees 2025

FC3 social events

The Vault

City Repertory Theatre

Source: FC3-provided activity inventory. Issue and placement counts are reported as supplied. Circulation, advertising spend, attendance and attributable response were not provided; no combined reach total is inferred. Event listings describe the supplied reporting-period inventory and do not independently verify completion dates.

Priorities for the year ahead

Build on Facebook's demonstrated visibility while improving the connection between content, participation and organizational support. The following actions are recommendations, not completed initiatives or approved targets.

1 Sustain visual community storytelling

Use event photo galleries, artist and member spotlights, and partner stories as recurring content. Add a clear next step: explore the calendar, attend, join or learn more.

2 Convert discovery into ongoing connection

Invite non-followers to follow FC3 and connect through its website or newsletter. Use trackable links to distinguish awareness from membership, registration and donation activity.

3 Develop the smaller channels deliberately

Adapt suitable photo stories for Instagram and test short event or artist videos. Use LinkedIn for partner recognition, organizational milestones and professional connections, with a manageable publishing cadence.

4 Measure outcomes consistently

Export monthly reports using matching dates. Track views, engagement, net follows, visits, link clicks and attributable actions. Record paid spend separately and compare formats using both total views and views per post.

Measurement notes & source record

This report uses all six supplied files: Facebook FC3 Views.pdf; Facebook FC3 Engagement.pdf; Facebook FC3 Audience.pdf; image (66).png; image (65).png; and IMG_5850.jpeg. FC3 confirmed the October 2025–October 2026 reporting period and supplied the LinkedIn follower count of 38. The FC3 logo was provided from saved assets.

Calculated figures: 576 net follows = 638 follows – 62 unfollows; 4,836 interactions = 3,982 reactions + 502 comments + 352 shares; 85.1% local audience = 73% + 8.5% + 3.6%; 75.4% age 45+ = 24.2% + 27.1% + 24.1%; 92.2% photo views = 70.9% + 21.3%.

FC3 also supplied the media placement and outreach inventory on page 5. Website and newsletter analytics, publication circulation, advertising costs, event attendance and conversion data were not supplied. Results therefore combine measured social-media performance with a reported activity inventory. The report uses the requested October-to-October period; it is not labeled as a fiscal-year report.



FLAGLER COUNTY CULTURAL COUNCIL

2026 ANNUAL REPORT

Community. Arts. People. Together!

ARTS • CULTURE • HISTORY

THE Fitzgerald

PERFORMING ARTS CENTER
FLAGLER AUDITORIUM

Celebrating **35 years**
OF ULTIMATE ENTERTAINMENT



80s Night Heart Throb and American Sirens
Oct. 30, 2026 - 7:00 PM



Black Tie Optional: A Tribute to Michael Buble
Nov. 20, 2026 - 7:00 PM



Elements: Earth Wind and Fire Tribute
Nov. 27, 2026 - 7:00 PM



Frost Holiday Cirque Show
Dec. 4, 2026 - 7:00 PM



Chris Ruggiero
Dec. 10, 2026 - 7:00 PM



Dionne Legacy
Jan. 7, 2027 - 7:00 PM



The Doo Wop Project
Jan. 13, 2027 - 7:00 PM



Voices of Rock
Jan. 22, 2027 - 7:00 PM



ABBACADABRA Show
Jan. 31, 2027 - 7:00 PM



Rita Rudner
Feb. 5, 2027 - 7:00 PM



Stayin Alive: BeeGees
Feb. 15, 2027 - 7:00 PM



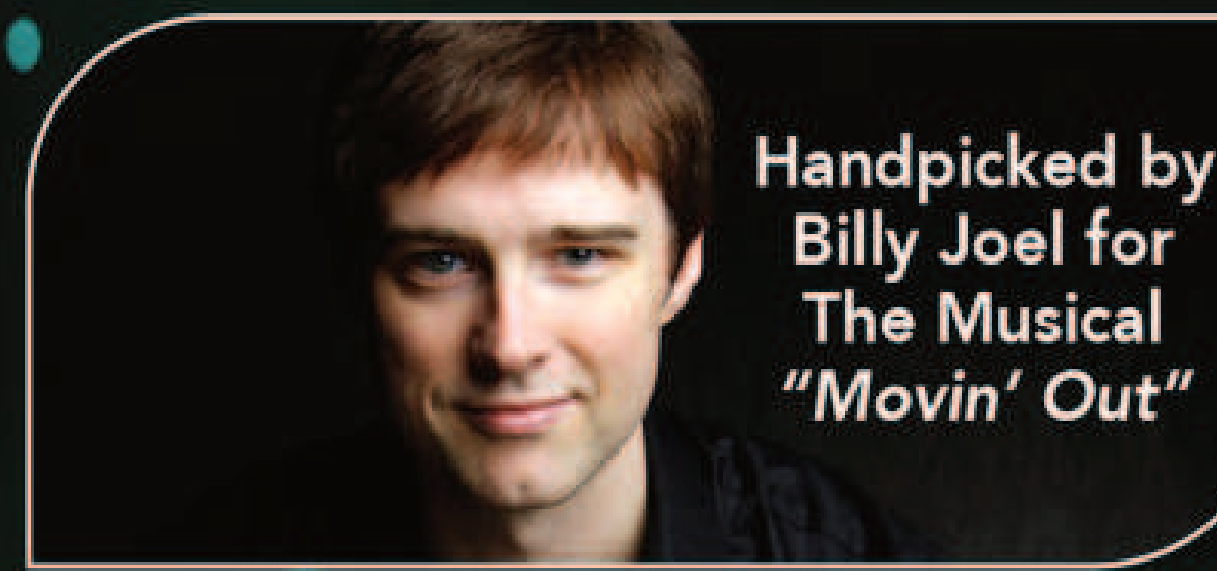
Creedence Revival Tribute
Feb. 24, 2027 - 7:00 PM



Kenny Rogers Band
Mar. 3, 2027 - 7:00 PM



The Bronx Wanderers
Mar. 10, 2027 - 7:00 PM



Michael Cavanaugh
The Music of Billy Joel & Elton John
Mar. 12, 2027 - 7:00 PM



Sounds of Soul
Mar. 18, 2027 - 7:00 PM



Neil Berg's 50 Years of Rock and Roll
Mar. 21, 2027 - 7:00 PM



1964 The Tribute
Mar. 26, 2027 - 7:00 PM



The BOSS Project
Bruce Springsteen Tribute Band
Apr. 2, 2027 - 7:00 PM



Let's Hang On
#1 Frankie Valli Tribute
Apr. 9, 2027 - 7:00 PM



Daybreak, Tribute to Barry Manilow
Apr. 23, 2027 - 7:00 PM

SCAN QR FOR 2026/2027 SEASON INFORMATION & TICKETS

5500 EAST HWY 100, PALM COAST, FL
386.437.7547 FLAGLERENTERTAINMENT.COM





FLAGLER COUNTY CULTURAL COUNCIL

From the Chair

Dear friends and members,

Thank you for joining us for the Flagler County Cultural Council's 2026 Annual Meeting. It has been a rewarding year, and we are proud of what we have accomplished together over the past 12 months.

First, I thank our board of directors for their steadfast support and generosity of time, talent and treasure. Their commitment helps our arts, culture and history communities thrive throughout Flagler County.

We are grateful for our close work with Flagler County government and the City of Palm Coast to support these communities through grant programs. We have also strengthened relationships with the cities of Bunnell and Flagler Beach, ensuring each community's unique contributions are represented and appreciated.

Our members make this work possible. Thank you for your trust in FC3 and your willingness to support the projects and programs we champion as Flagler County's Local Arts Agency.

As we look ahead to an exciting 2027, I invite you to renew your membership and deepen your involvement. Join a committee, volunteer at an event or share our work with friends, neighbors and colleagues. Every contribution helps strengthen our creative community.

Your ideas are always welcome. Whether there is a program you would like to see, an activity you hope to join or a talent you wish to share, we would love to hear from you.

Thank you for your continued support. We look forward to serving this community for decades to come.

With gratitude,

Danielle Anderson

Chair, Flagler County Cultural Council



A Special Thank-You

To our immediate past chair, Nancy Crouch: Thank you for your years of heartfelt dedication to Flagler County's arts, culture and history communities. Your leadership, care and commitment to their success have made a lasting difference.

ARTS • CULTURE • HISTORY



Meet the Board

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2026 / BOARD OF DIRECTORS



Danielle Anderson

Chair

Danielle Anderson is a journalist, publisher and community leader with nearly two decades of experience in news, public relations and communications. She is the owner of Sunrise Media Group, LLC, publisher and editor of Flagler News Weekly, and host of "Lifeline" on WNZF 94.9 FM. As chair of the Flagler County Cultural Council, Anderson champions arts, culture and history, supporting partnerships that enrich community life and strengthen the creative economy. She also serves as a director of Friends of A1A Scenic & Historic Coastal Byway, Inc., advancing preservation, tourism and community engagement. Through Flagler Volunteer Services, Anderson leads long-term recovery efforts, connecting disaster survivors with resources and coordinating partnerships to address unmet needs. Her work includes editorial contributions to Coastal Neighbors and Ormond Beach Living magazines. A native Floridian and Flagler County resident since 1999, Anderson is dedicated to storytelling, volunteer service and celebrating the people who shape her community.



Denise Garcia

Vice Chair

Denise Garcia brings experience in business management, entrepreneurship and community service. A Miami native and Miami Coral Park High School graduate, she began her career at Burger King at age 14, advancing over 15 years to district manager. She founded Blooming Babes, a flower shop and wedding consulting business, which she operated for seven years. A mother of two, Garcia returned to retail management with Sur La Table, becoming general manager of two of its highest-grossing stores within three months. Her volunteer service includes PTA leadership, classroom support, Scout programs and garden clubs in Massachusetts and Florida. In Palm Coast, where she resides with her husband Robert, she led the Garden Club's Spring Festival and Plant Sale, raising thousands of dollars for student scholarships. A member of the Flagler County Cultural Council, Garcia champions engagement and the arts, a commitment strengthened by her son Ryan's career as an actor and performer in Los Angeles.



Julia Truilo

Treasurer

A Daytona Beach native, Ms. Truilo left Florida after high school for New York City and a career in music and theater. She returned to the area in 1996 and served as the Managing Director for Seaside Music Theater until its demise in 2008. She recently retired from Ormond MainStreet, where she served as Executive Director for more than a decade. Her connection to Flagler's arts and culture scene is through City Repertory Theatre where she has been a part of the acting company since 2012 and currently serves as Board President. She has been a board member of FC3 since 2023 and serves as both Treasurer and Grant Administrator for the organization.



Joseph "Ken" Bryan

Director

Joseph "Ken" Bryan brings decades of military service, federal leadership and community involvement to Flagler Beach. A Vietnam-era Air Force veteran, he served as a B-52 mechanic and crew chief before earning a bachelor's degree from St. Mary's College of Maryland and a master's degree from Central Michigan University. His career included teaching, management training and leadership positions with the Navy and U.S. Department of Justice, where he advocated for small, minority-owned and women-owned businesses. He also served on a White House detail. Elected to the St. Johns County Commission in 2008, Bryan chaired the board in 2010 and 2012. He has taught at Flagler College, mentored young adults and served community organizations. A co-founder of Preserve Flagler Beach and Bulow Creek, Bryan champions responsible growth, infrastructure improvements, fiscal accountability, public safety, and arts and culture. He enjoys fishing and working on classic cars while preserving the community's quality of life.



Meet the Board

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2026 / BOARD OF DIRECTORS



Greg Feldman

Director

Greg Feldman is a semi-retired law enforcement professional with over 45 years of community service. In addition to his work as a member of the Flagler County Cultural Council's Board of Directors, he also serves on the Boards of the Flagler County Tiger Bay Club and Northeast Florida Crimestoppers, as well as being the county representative and current Chairman for the Volusia Flagler Transportation Planning Organization's Citizen Advisory Council. He also volunteers time to help set up and run the Palm Coast Songwriter Festival every spring.



Lawson Glasergreen

Director

Lawson Glasergreen brings experience in corporate development, community service and cultural preservation to his role as a board member of the Flagler County Cultural Council. His professional background includes more than a decade with David Hocker and Associates, working on shopping center developments along the East Coast. As an AmeriCorps VISTA volunteer, he supported community development through fine arts and project management. His commitment to service also took him to Guatemala with the Peace Corps, where he introduced appropriate technologies, including adobe stoves, grain silos, solar cookers and water wells. In 2024, he received the inaugural Harris Wofford Joint Service Award, recognizing his service in both programs. Locally, he serves as a lead organizer and participant in the Flagler County Oral History Project, a partnership with Daytona State College. His work connects the arts, history and community development, helping preserve local voices and strengthen appreciation for Flagler County's heritage across generations.



Priscilla Humay

Director

Priscilla Humay was co-director of ARC Gallery, Chicago, and served on national art boards. She is a signature member of the Colored Pencil Society of America (CPSA) and was Publicity Director on the CPSA National Governing Board. Priscilla was awarded Artist In Residence status twice at the Big Cypress N. P. through the National Parks. She exhibits nationally earning awards, is included in private and corporate collections, and is published in major publications. She received her BFA from the School of the Art Institute of Chicago, MS from the Illinois Institute of Technology, and Post Graduate Study at Charles University, Prague, Czech Republic. Currently, she is curator of Expressions Art Gallery on Colbert, Palm Coast and on the Board of CPSA, Palm Coast Chapter. Priscilla teaches classes at both Ormond Memorial Art Museum, Ormond Beach and St. Augustine Art Association. Plus..... Priscilla and her husband, Joseph Duffy, love living here in Flagler County... What's not to love! pmhumay@gmail.com



Jay Scherr

Director

Jay Scherr is a well-known and respected business performance coach, consultant, advisor, keynote speaker, and mentor. He hosts a weekly radio show on WNZF 94.9FM and a globally top-ranked podcast. Passionate about business, community, and service, Jay is actively engaged in several business and civic organizations. He serves on the boards of The Fitzgerald Performing Arts Center and the Flagler County Cultural Council (FC3) and is president of the Flagler Tiger Bay Club. Jay and his wife, Audrey, live in Flagler Beach and are the proud parents of their son, Evan.



Meet the Board

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2026 / DIRECTORS & EX OFFICIO



Sarah Ulis

Director

With extensive experience on both national and local stages, Sarah served as the publicist for all arts and performance programs produced by National Public Radio. She also served on the board of directors for the Duke

Ellington School of the Arts, a premier public magnet high school in Washington, D.C. and was chosen to lead the school's Council for Development. As president of the Hawaii State Society established by the United States Congress, she was chair of the state's first Presidential Inaugural Ball with more than 1000 attendees and performances by twenty of Hawaii's most prestigious musicians. Locally, for nine years she organized the annual Palm Coast Yacht Club Holiday Boat Parade, ultimately the largest in Florida and the third largest in the country. She sat on the governing board of The Sheltering Tree and provided publicity assistance to several groups including The Disabled American Veterans Chapter 86, the City Repertory Theatre, and the Florida Agricultural Museum. She currently serves on the Board of Governors for the Fitzgerald Performing Arts Center.



Kathy Wilcox

Director • Membership Chair

Kathy Wilcox is a native Floridian who has lived in Florida her entire life and moved to Flagler Beach in 2011. From 2012 to 2017, she worked at the Flagler County Chamber of Commerce, serving as information specialist for two years

and office manager for three years. From 2017 to 2022, she was executive director of the Flagler Beach Historical Museum. She has served as an FC3 board member and membership chair since 2021. Kathy educates the community about the importance of preserving and promoting local history, arts and cultural organizations, and encourages residents to become FC3 members. Contact: membership@flaglerartsandculture.org.



Pam Richardson

Ex Officio • Flagler County

Pam Richardson represents District 5 on the Flagler County Commission. Raised in South Florida, she and her family relocated to Palm Coast, drawn by its ocean breeze, friendly people, healthy environment and affordability. A local

businesswoman, she has a strong personal and family history of community service. Her son, grandson and uncles have served in the United States military. Her community service includes the Flagler County Planning and Zoning Board; precinct clerk for the Supervisor of Elections; chair of the Palm Coast Code Enforcement Board; Neighborhood Watch facilitator; Palm Coast Citizens Academy; founding board member of the Women's Initiative United Way Flagler; the Flagler/Volusia United Way Allocation Panel; director of the Flagler Symphonic Society; Flagler County Civic Association; FC3; and the Belle Terre Swim and Racquet Club advisory committee. Pam and her husband, Mike, a seafood specialist at Publix, have made Palm Coast their forever home.



Theresa Pontieri

Ex Officio • City of Palm Coast

Theresa Carli Pontieri brings a background in law, entrepreneurship and international athletics to her service representing District 2 on the Palm Coast City Council. Born in Mountain Home, Idaho, and raised in Ohio and South

Carolina, she developed the determination and work ethic that guide her leadership. A third-degree black belt, Pontieri represented the United States on two World Championship karate teams, earning an individual silver medal at the World Championships and bronze medals at the Pan-American Games and Goodwill Games. She earned a bachelor's degree in legal studies from the University of Central Florida and graduated magna cum laude from Florida Coastal School of Law. Her experience includes litigation, operating her law firm and owning a food and beverage business. Committed to integrity, perseverance and stewardship, Pontieri applies her legal and business experience to serving Palm Coast residents. She and her husband, Rick, share their home with four pets.



Meet the Board

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2026 / EX OFFICIO



Catherine Robinson

Ex Officio • City of Bunnell

Mayor Catherine Robinson has served on the Bunnell City Commission since 1994, including eight years as vice mayor, and was elected mayor in 2008. A native Floridian raised in Bunnell, she graduated from Bunnell High School and

Florida State University, later earning a master's degree in education from Capella University. A registered dietitian and certified diabetes educator, she retired in 2025 as director of the Diabetes/Health Education Department at Florida Health Care Plans after more than 30 years. Her public service includes county committees, the Bunnell Charter Review Committee, the Flagler County League of Mayors and 15 years with the Northeast Florida Regional Council, including serving as president. She and her husband, Rick, have four children and eleven grandchildren. She enjoys tennis, nature, dancing and church activities. Serving Bunnell is an honor for Robinson, who remains committed to maintaining services, improving safety and enhancing quality of life for Bunnell residents.



Scott Spradley

Ex Officio • City of Flagler Beach

Scott Spradley serves as chair of the Flagler Beach City Commission. When it comes to choosing an attorney, you need an experienced and capable lawyer who can carefully guide you through the complicated and often intimidating legal

process. At the Law Offices of Scott W. Spradley, you'll work directly with an attorney in Northeast Florida who cares about your unique personal situation. With decades of experience, Scott provides clients throughout the region with reliable legal advice and representation, particularly in estate planning and bankruptcy law. Discover why Northeast Florida residents and businesses trust Scott for their legal needs.



Julia Walthall

Ex Officio • Palm Coast PRAB

Julia Walthall is a local artist, small business owner, and longtime member of the Flagler County Cultural Council (FC3), Flagler County's designated Local Arts Agency. A Florida native with deep roots in Flagler County, she founded Driftwood

and Decor, creating handmade coastal artwork inspired by Florida's natural landscape and history. In March 2026, Julia was appointed by the Palm Coast City Council to the Parks and Recreation Advisory Board (PRAB), where she currently serves as Vice Chair. Her service with both organizations provides a unique opportunity to strengthen connections between Flagler County's arts and cultural community and Palm Coast's parks, recreation, and public spaces. Julia is thrilled to serve both organizations and to contribute to the continued growth of arts, culture, recreation, and community life throughout Flagler County.



Debra Morgan

Ex Officio • Tourism Office Liaison

Destination Development Manager
Palm Coast and the Flagler Beaches
Flagler County Tourism Office



ANNUAL MEETING

MEETING MINUTES – OCTOBER 1, 2025, 5:30 pm

Palm Coast Community Center, Palm Coast, FL

Attendees: Nancy Crouch (V); Jay Scherr (V); Danielle Anderson (V); Julia Truilo (V); Lawson Glasergreen (V); Denise Garcia (V); Greg Feldman (V); Kathy Wilcox (V); Flagler County Commissioner Pam Richardson (NV); Flagler County Commissioner Leann Pennington (NV); Flagler Beach Mayor Patti King (NV); Palm Coast Vice Mayor Teresa Pontieri (NV). Absent: Bunnell Mayor Catherine Robinson (NV), Debra Morgan (NV) (Flagler TDO). Quorum established.

- I. Call to Order/Welcome/Roll Call by Nancy Crouch, Chair
- II. National Anthem: Faith Liebel
- III. The Year in Review: Nancy Crouch. Slide Deck Presentation.
- IV. Looking Ahead: Slide Deck Presentation.
- V. City of Palm Coast Cultural Arts 2025-26 Grantees: Brief talk about programs.
African American Cultural Society, Flagler County Education Foundation, City Repertory Theatre, Hispanic American Cultural Society, Community Chorus of Palm Coast, Palm Coast Songwriters Festival, Flagler Auditorium Governing Board.
- VI. Secretary: Danielle Anderson
 - a. Motion to approve Minutes of September 20, 2024 (Attachment) by Greg Feldman, second by Julia Truilo. Approved.
 - b. Creekside Festival/High School photo contest and judging: Dani Anderson
- VII. New Business
 - a. Election of Officers: Jay Scherr, Presiding. Motion by Greg Feldman, second by Nancy Crouch to elect Danielle Anderson – Chair; Denise Garcia – Vice Chair; Julia Truilo - Treasurer. Approved.
- VIII. PixelWall Designs Demonstration: Lindsey & Justin Hein
- IX. Audience Comments on Agenda Items
- X. Motion to Adjourn by Greg Feldman, second Dani Anderson.

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)

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 calling 386-313-4229. Information about the organization may be found at www.FlaglerArtsandCulture.org.



**FLAGLER COUNTY CULTURAL COUNCIL
ANNUAL MEETING
PALM COAST COMMUNITY CENTER
AGENDA – OCTOBER 1, 2026
5:30 pm**

- | | | |
|------|--|--------------------------|
| I. | Call to Order/Welcome | Danielle Anderson, Chair |
| | Introduction of Dignitaries, FC3 Board | |
| II. | Pledge of Allegiance | Greg Feldman |
| III. | National Anthem | Flagler Schools Students |
| IV. | Secretary's Report, 2025 Meeting Minutes | All |

FC3 Special Programs:

- | | |
|---|---|
| The Year in Review & Looking Ahead | FC3 Board of Directors |
| Palm Coast Cultural Arts Grants | Vice Mayor Theresa Pontieri, Julia Truilo |
| Flagler County Tourism Grants | Amy Lukasik, Julia Truilo |
| FC3/DSC Oral History Project | Lawson Glasergreen, Commissioner Pam Richardson |
| Tom Gargiulo Art in Public Places Grant Program | JJ Graham, Danielle Anderson |

Public Comment

- V. Motion to Adjourn

Flagler County Cultural Council 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 and Humanities partnerships in the community.)
- C. Support (Provide financial, promotional, and marketing support to FC3 arts and culture partners.)



FLAGLER COUNTY CULTURAL COUNCIL

History of the Flagler County Cultural Council
2021 – 2026

Building a Shared Voice



The Flagler County Cultural Council began with a shared belief that the arts, culture and history of Flagler County deserved a stronger, more connected voice. Behind that belief were people already giving their time to theaters, museums, galleries, cultural organizations and community events. In 2021, they began the work of building an organization that could bring those efforts together.

Over the next five years, the Flagler County Cultural Council, Inc., known as FC3, developed into Flagler County's designated Local Arts Agency. Its history includes public art, student scholarships, cultural grants and new partnerships, along with the less visible work of building an organization through volunteer service, changing leadership and limited resources.

The effort took shape at a May 28, 2021, meeting at the Flagler County Tourism Department's office. Richard Hamilton and Flagler County Historical Society President Ed Siarkowicz helped lead the formative discussions, working with the tourism office's Debra Morgan. Participants included representatives of performing arts organizations, historical institutions, cultural groups and community initiatives. The goal was a citizen-led nonprofit that would help organizations collaborate, promote their work and pursue additional resources.

FC3's early development depended on volunteers already deeply involved in community service. Early contributors included Hamilton, Siarkowicz, Elaine Studnicki, Sandra Siepietoski, Meshella Woods, Bettie Eubanks, and Mary Stetler, with Morgan providing Tourism Office support. Discussions connected historical exhibits, cultural programming, public art and heritage preservation with the broader possibilities of a countywide organization.

Building that organization required persistence. In spring 2022, the council faced leadership transitions, limited resources and concerns that too much responsibility rested with too few volunteers. Hamilton stepped down as chair, and other directors considered resigning as personal responsibilities and existing community commitments competed with the demands of creating a new nonprofit. Members questioned how the council could succeed without broader participation and dedicated leadership.

To preserve organizational continuity, several directors agreed to remain as voting members while additional board members were recruited. The council added directors and continued work on bylaws, budgeting, membership development and strategic planning. The willingness to remain involved during an uncertain period helped preserve the effort. Building a sustainable volunteer base, however, would continue to require attention.



FLAGLER COUNTY CULTURAL COUNCIL

History of the Flagler County Cultural Council
2021 – 2026

Becoming the Local Arts Agency



Organizational milestones followed later that year. FC3 received its IRS nonprofit designation in August 2022, when Jay Scherr, Nancy Crouch and Danielle Anderson joined the board. Pam Richardson followed in October. On Oct. 17, 2022, the Flagler County Board of County Commissioners unanimously approved the resolution designating FC3 as the county's official Local Arts Agency. Commissioner David Sullivan presented the resolution, formally recognizing the organization's countywide role.

The designation established FC3 as an umbrella service organization for arts, culture and history interests. Under co-chairs Scherr and Crouch, the council continued developing the partnerships and organizational structure needed to support that responsibility.

Throughout 2023, FC3 addressed the need for clearer procedures, shared responsibilities and a stronger public presence. A January board retreat was followed by work on bylaws, budgeting, membership and sponsorship opportunities. Updated bylaws and a budget were approved in April, and Greg Feldman and Julia Truilo joined the board that month. A service agreement with the Flagler County tourism office was executed in August. Strategic planning with the Executive Service Corps and community stakeholders helped establish a framework for the council's work.

That framework centered on three goals: Advocacy, to present a strong, unified voice for the interests of the arts and humanities in Flagler County; Collaboration, to serve as the connecting entity encouraging arts and humanities partnerships in the community; and Support, to provide financial, promotional and marketing support to FC3 arts and culture partners. These goals connected the council's organizational development to the people and programs it was created to serve.

Communication became an essential part of that effort. FC3 launched its newsletter in August 2023 and its website that October, creating additional ways to connect organizations, artists and audiences. Its online calendar provided a shared place to promote community events, while radio appearances, festival participation and collaborations such as a holiday event with City Repertory Theatre introduced the council to a wider audience. These communication channels advanced the Support goal by giving partners additional ways to publicize their work and helping residents and visitors discover local cultural experiences.



FLAGLER COUNTY CULTURAL COUNCIL

History of the Flagler County Cultural Council
2021 – 2026

Public Art and Cultural Advocacy



One of FC3's most visible responsibilities began in April 2023, when it accepted oversight of the Palm Coast Arts Foundation's Turtle Trail program. The transition continued an established public art initiative while giving FC3 an opportunity to connect art, education and tourism. Its subsequent work included updated public art and Turtle Trail maps, school district collaboration and student participation in a developing book about the trail's first 23 turtles. Turtle Trail stewardship brought Collaboration and Support together: FC3 connected artists, sponsors and educators while maintaining and promoting a shared cultural attraction.



FC3 also helped document the value of the broader cultural community. It represented Flagler County in Americans for the Arts' Arts & Economic Prosperity 6 study, gathering organizational information and audience surveys. Results shared in 2023 showed that participating nonprofit arts and culture organizations and their audiences generated approximately \$4.7 million in spending during fiscal year 2022, supporting 90 jobs and nearly \$4.9 million in personal income to residents.

The findings measured the participating nonprofit cultural sector and its audiences, providing a broader picture of the community FC3 was working to support. With 22 of 62 eligible organizations contributing financial and attendance information, the study also indicated that the measured economic contribution understated the full sector's reach. Its findings strengthened FC3's Advocacy work by giving cultural partners a shared factual basis for explaining their value to public officials, funders and the community. They helped connect conversations about arts funding with employment, tourism and quality of life.



FLAGLER COUNTY CULTURAL COUNCIL

History of the Flagler County Cultural Council
2021 – 2026

Investing in Artists and Organizations



Supporting the next generation of artists gave the council's work a particularly personal purpose. FC3 sponsored the Creekside Festival student photography contest in 2023 and continued its support in 2024 and 2025, with student photographs displayed at the annual meeting. Flagler Palm Coast High School students received public exhibition opportunities, certificates and cash awards. The contest connected classroom instruction with community recognition, including a People's Choice award selected by festival visitors. It gave young photographers a place in the county's cultural life and an audience beyond their school.

In 2024, that educational mission expanded through a grant FC3 submitted to the John W. Kurtich Foundation. The foundation awarded \$50,000 to the Flagler County Education Foundation for arts-related student scholarships, divided between 2024 and 2025. The partnership delivered 10 scholarships of \$5,000 each to graduating Flagler County seniors across the two years. It demonstrated how Collaboration could produce tangible Support: FC3 connected a funding partner with the Education Foundation to help students continue their education in the arts. Alongside the photography contest, the scholarships combined financial assistance with encouragement and recognition for emerging talent.

The council's role in local cultural funding grew as well. Palm Coast had offered cultural arts grants for several years, including a two-tier program announced in 2023. FC3 later assumed a management and coordination role through a \$100,000 agreement for the program. By 2026, FC3 had administered nearly \$200,000 in Palm Coast arts grants. This work advanced the Support goal by helping public funding reach cultural partners, with FC3 coordinating the review process and assisting organizations through program requirements. Julia Truilo served as grant administrator, devoting extensive hours to managing the grants and working directly with grantees. Her guidance and follow-through helped organizations navigate application requirements, the review process and reimbursement procedures, putting FC3's commitment to support into daily practice.

The reach of that partnership was evident at the October 2025 annual meeting, where organizations receiving 2025–26 grants shared their programs. They included the African American Cultural Society, Flagler County Education Foundation, City Repertory Theatre, Hispanic American Cultural Society, Community Chorus of Palm Coast, Palm Coast Songwriters Festival and Flagler Auditorium Governing Board.





FLAGLER COUNTY CULTURAL COUNCIL

History of the Flagler County Cultural Council
2021 – 2026

Connecting Members and Preserving Voices



By September, additional milestones showed how the organization was maturing. FC3 completed the Palm Coast cultural arts grant review and forwarded all 2025–26 grantee reimbursement requests to city staff. Kathy Wilcox, serving as membership director, successfully took the lead on membership and the WildApricot system, guiding the launch of a portal with active renewals and online payments. Her work strengthened the council's ability to welcome members, maintain connections and build participation in FC3's programs. Priscilla Humay was elected to the board, and a new nonvoting liaison position connected FC3 with the Palm Coast Parks and Recreation Advisory Board, currently represented by Julie Wolfle.

Preserving local voices became another area of growth through the Flagler County Oral History Project with Daytona State College. By September 2026, FC3 representatives had introduced the project to approximately 35 students at the college's Palm Coast campus. The developing initiative connected students with residents, historians and community organizations to research and record local experiences, with interviews and supporting materials planned for the fall semester and public recognition anticipated in 2027. The project extended Collaboration into the humanities, joining student learning with community knowledge and the preservation of local voices.

The board also advanced plans to turn specialty arts license plate revenue into a new source of local arts support. By September, the board had approved the general grant concept, with application procedures, review methods and award timing still being developed toward a tentative January 2027 opening.



FLAGLER COUNTY CULTURAL COUNCIL

History of the Flagler County Cultural Council
2021 – 2026

Sustaining the Work

Growth brought additional administrative challenges. Grant programs required clear rules, applicant guidance, consistent review and timely reimbursements. FC3 responded with workshop requirements, refinements to panel review and continued follow-up with grantees. The rollout of WildApricot likewise moved from months of setup and testing to an operating membership portal, with the sign-up process simplified after user feedback.

Grant funding remained a continuing concern. In June 2026, directors discussed preparing a worst-case budget and explaining more clearly how arts investment benefits the economy and community. By September, Palm Coast cultural arts funding was maintained at \$90,000 after an initial proposal to reduce it from \$100,000 to \$75,000. FC3 identified earlier participation in municipal budget discussions, broader partnerships and stronger advocacy as necessary next steps. Presenting a unified voice meant bringing the needs of cultural partners into these discussions and helping decision-makers understand what continued investment makes possible.

Volunteer capacity also remained an unfinished challenge. By September, an anticipated volunteer grant writer had not responded to outreach, so the board moved ahead with internal review of potential funding opportunities, with Ken Bryan agreeing to help identify promising prospects. A proposed county special event marketing grant remained under development, separate from FC3's existing Destination Development Grant responsibilities.

As FC3 reached its fifth anniversary, its work reflected the contributions of founding volunteers, successive board members, artists, educators, donors and public partners. Some helped establish the organization; others brought the skills and relationships needed to carry it forward. Their contributions can be seen in the continuation of the Turtle Trail, opportunities for students, support for cultural programming and the connections formed among organizations across the county. Advocacy gave those interests a collective voice. Collaboration brought people and institutions together. Support helped turn shared priorities into funding, visibility and opportunities to participate.

Funding stability and volunteer capacity remain challenges, and several new initiatives are still taking shape. Yet FC3 enters its next year with an established public role and a growing record of service. The ideas that brought people together in 2021 continue to guide its work: that caring for the arts, culture and history of Flagler County is a shared responsibility, and that working together creates opportunities no single organization can provide alone.

Community. Arts. People. Together!

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FLAGLER COUNTY CULTURAL COUNCIL

Five Years of Progress

Strategic Goals in Action • 2021–2026



ADVOCACY

A strong, unified voice for the arts and humanities.

- **Local Arts Agency:** County designation secured in 2022 and reaffirmed in 2025.
- **Economic impact:** AEP6 documented \$4.7 million in cultural-sector spending and 90 jobs supported.
- **Informed advocacy:** Used research to explain the value of cultural investment.
- **Government partnerships:** Brought cultural priorities into county and municipal discussions.
- **Shared direction:** Established a strategic plan centered on advocacy, collaboration and support.



COLLABORATION

Connecting people and organizations through arts and humanities partnerships.

- **Turtle Trail:** Assumed stewardship in 2023, connecting artists, sponsors, educators and tourism partners.
- **Scholarship partners:** United the Kurtich Foundation and Education Foundation to support young artists.
- **Student photography:** Partnered with Flagler Palm Coast High School and the Creekside Festival.
- **Member connections:** Introduced gatherings, including the 2026 Vault Room Museum event.
- **Oral history:** Introduced the Daytona State College partnership to approximately 35 students.
- **Arts education:** Collaborated with Great Minds at the Carver Center and Turtle Trail learning initiatives.
- **Municipal liaison:** Added a Palm Coast Parks and Recreation Advisory Board connection in 2026.



SUPPORT

Financial, promotional and marketing support for cultural partners.

- **Cultural grants:** Administered nearly \$200,000 in Palm Coast arts grants by the 2026 TDC update.
- **Grant guidance:** Julia Truilo devoted extensive hours to administration and direct help for grantees.
- **Student investment:** Delivered \$50,000 through ten \$5,000 scholarships in 2024–2025.
- **Emerging artists:** Provided photography awards, certificates and public exhibition opportunities.
- **Shared promotion:** Launched a newsletter, website and community events calendar in 2023.
- **Public art visibility:** Updated and promoted Turtle Trail and public art maps.
- **Destination grants:** Reviewed eligible tourism projects, including murals and historical interpretation.
- **Membership services:** Kathy Wilcox led membership and the WildApricot rollout, strengthening renewals and connections.

Thank You to Our Community Partners

Thank you to Flagler County, the Flagler County Tourism Development Council, and the Flagler County Tourism Office for the opportunity to support our area's arts, culture, and history as the **official Local Arts Agency** for Flagler County!



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Helping Arts, Culture & History Thrive

The Flagler County Cultural Council thanks the City of Palm Coast for providing opportunities for arts, culture and history to thrive in our community.

Congratulations to the grant recipients over the past two years!

2024-2025

Grant Recipients

- African American Cultural Society Inc
- Boys and Girls Club of Volusia/Flagler Counties
- City Lites, Inc.
- City Repertory Theatre Inc
- Community Chorus of Palm Coast, Inc.
- Flagler Auditorium Governing Board
- Flagler County Education Foundation
- Flagler County Historical Society
- Flagler Performing Arts Academy
- The Garden Club at Palm Coast
- Hispanic American Cultural Society Inc
- Kids Rock the Nation Inc
- Palm Coast Music Festival d/b/a Palm Coast Songwriters Festival

2025-2026

Grant Recipients

- City of Palm Coast Historical Society
- City Repertory Theatre of Palm Coast
- Community Chorus of Palm Coast
- Flagler Auditorium/Fitzgerald Performing Arts Center
- Flagler County Education Foundation/Josh Crews Writing Project
- Hispanic American Cultural Society
- Palm Coast Songwriters Festival

Your creativity, dedication and commitment enrich our community, celebrate our heritage and bring people together.



FLAGLER COUNTY CULTURAL COUNCIL

ANNOUNCING A NEW WAY TO SUPPORT LOCAL ART

Tom Gargiulo

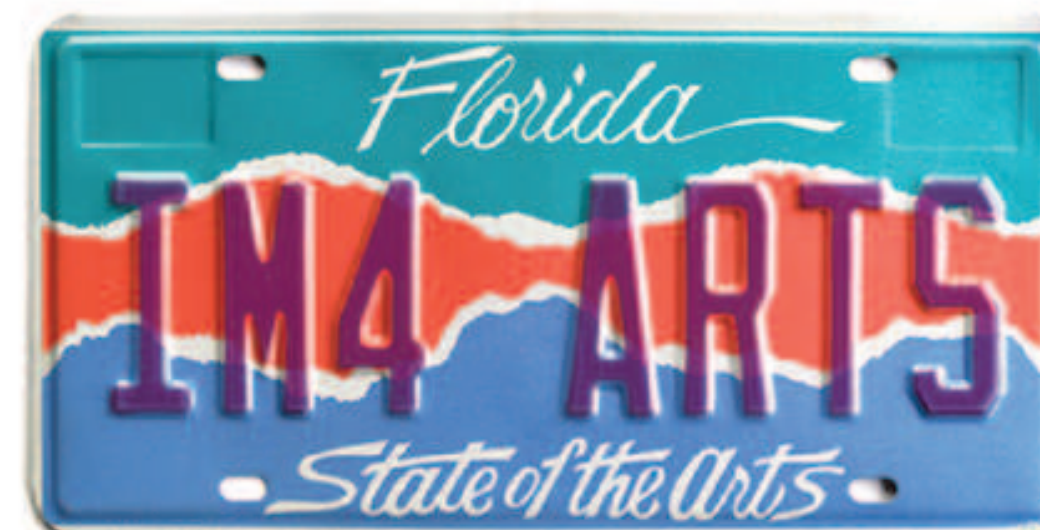
Art in Public Places Grant Program

The Flagler County Cultural Council is pleased to announce the Tom Gargiulo Art in Public Places Grant Program, funded in part by the specialty Arts License Plates you purchase and renew each year.

We hope to grow this program through additional gifts, carrying forward the work Tom championed and helping make art accessible to all in Flagler County.



Carrying forward a commitment to art for all.



Put your support
for the arts
on the road.

How you can help

Choose an Arts License Plate

Florida's "State of the Arts" specialty plate supports arts activities in the county where it is sold, through a designated local organization.

Contact a Flagler County tax collector or tag office and request the State of the Arts plate. Ask about current fees and the steps to change your plate.

Make a gift in Tom's honor

Designate an annual, monthly or one-time gift to the Tom Gargiulo Art in Public Places Grant Program. Your generosity will help grow support for artists and public art for generations to come.

To discuss a gift, contact FC3:
info@flaglerartsandculture.org
FlaglerArtsandCulture.org

Plate information: Florida Department of State, Division of Arts and Culture.



FLAGLER COUNTY CULTURAL COUNCIL

IMAGINING & CELEBRATING THE ARTS

Tom Gargiulo

A lasting contribution to art in Flagler County

Through public art, artist recognition and direct financial support, Tom Gargiulo helped create more places for art to be seen and more opportunities for artists to thrive.



From left: Ann DeLuca, Trish Vevere and Tom Gargiulo.
Photo courtesy of the Flagler County Art League, 2018.

Making art part of everyday life

As CEO, president and co-founder of the Gargiulo Art Foundation, Gargiulo worked alongside his longtime partner and fellow co-founder, Arlene Volpe, to expand exhibition opportunities and make art more accessible to residents and visitors.

His support for Art in Public Places helped bring Paul Baliker's bronze panther near the Hammock Dunes Bridge and Anthony Gargiulo's bird sculptures at Waterfront Park to Palm Coast. He also supported public displays at the Flagler County Public Library and Daytona State College's Flagler/Palm Coast campus.



FLAGLER COUNTY CULTURAL COUNCIL

A LEGACY OF OPPORTUNITY

Supporting artists and their work

Gargiulo invested directly in the creative community by purchasing artwork, providing purchase awards and renting gallery space. Artist and gallery owner J.J. Graham credited that support with helping Hollingsworth Gallery survive financially difficult periods.

At Central Park in Town Center, Gargiulo championed a sculpture garden. In 2017, he announced a \$100,000 foundation commitment over four years, beginning with a personal pledge of \$25,000. The foundation donated the garden's inaugural sculpture, Copper Tritscheller's Burro With Bird on Shoulder, unveiled in March 2019.

His support for the Flagler County Art League included sponsored exhibitions, workshops and collaborative events. The foundation's 2017 "Work" exhibition designated proceeds to benefit the league and Art in Public Places. Artist of the Year exhibitions and artist talks also brought attention to the league and its members.

"The work was done by artists who are looking to supplement their income or earn a living doing their art. Each artist got minimum wage, which is unique because no one expects artists to get paid. I wanted to put the emphasis on work that the artists do work."

— Tom Gargiulo, discussing the "Work" exhibition

Recognizing 22 Artists of the Year

From 2000 through 2021, the foundation recognized artistic achievement and community contributions with exhibition opportunities, publicity and purchase awards.

2000	Peter Cerreta	2011	Weldon Ryan
2001	Claire Jacobson	2012	Richard Schreiner
2002	Ron Walotsky	2013	Christine Sullivan
2003	Sheila Crawford	2014	Jan Geyer
2004	Linda Solomon	2015	Rachel Thompson
2005	Paul Baliker	2016	Judi Wormeck
2006	Jane Sbordone	2017	Diana Gilson
2007	Ines Maisannes	2018	Trish Vevera
2008	Malcolm Wolf	2019	Dr. Lee Richards
2009	JJ Graham	2020	Jan Jackson
2010	Edson Beckett	2021	Dex Westphal

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WEALTH MANAGEMENT

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April 22-25, 2027

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*(This Festival is) truly legendary!
Countless 'highlight reel' moments with
wall-to-wall talent and smash hit songs!*



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**More Than 45 HIT Singer/Songwriters
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reveal the stories behind them, and perform them for you in a 4-day music celebration!

DON'T MISS ONE OF THE BEST ALL-STAR SONGWRITERS FESTIVALS IN THE COUNTRY!



HIT SONGS INCLUDE: "Choosin' Texas", "Boys of Fall", "Bottle Rockets", "In Color", "American Soldier", "From the Ground Up", "Back in the Saddle", "Run", "In Case You Didn't Know", "I Hope You Dance", "Good Directions", "The Fall", "At The End of a Bar", "Ain't No Love in Oklahoma", "Raised On Country", "Famous Friends", "Weren't For The Wind", "How Do You Like Me Now", "Back Up Plan", "She's Country", "Redneck Yacht Club", "In My Daughter's Eyes", "Stay Country or Die Tryin", "Blue Clear Sky", "Cruise", "Homesick" and MANY MORE!

ALSO PERFORMING LIVE: Bob DiPiero, Brock Berryhill, Casey Beathard, Chuck Cannon, Chris Wallin, Coley McCabe, Corey Crowder, Danny Myrick, Deric Ruttan, Drew Parker, Frank Myers, Gary Nicholson, James Slater, Jeremy Bussey, Jesse Rice, Jimmy Parrish, Jon Nite, Justin Wilson, Rachel Thibodeau, Ray Fulcher, Styles, Thom Shepherd, Tim James, Tom Hambridge, Tucker Beathard, Tyler Reeve
AND MORE TO BE ANNOUNCED IN THE NEAR FUTURE!

FOR INFORMATION AND TICKETS
PALMCOASTSONGWRITERSFESTIVAL.COM



SCAN FOR
TICKETS





FLAGLER COUNTY CULTURAL COUNCIL

Thank You

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