

**MINUTES OF MEETING  
TOURIST DEVELOPMENT COUNCIL  
ST. JOHNS COUNTY, FLORIDA  
JANUARY 22, 2018  
1:30 P.M.**

Proceedings of a regular meeting of the Tourist Development Council (TDC) of St. Johns County, Florida, held in the auditorium at the County Administration Building, 500 San Sebastian View, St. Augustine, Florida.

Present:        John E. "Jack" Peter, Chair  
                  Todd Hickey, Vice Chair  
                  Jay Morris, BCC Representative  
                  Nancy Shaver, Mayor, City of St. Augustine Representative  
                  Undine George, Mayor, City of St. Augustine Beach Representative  
                  Irving Kass, District 2  
                  Diane Mataraza, District 3  
                  Danny Berenberg, District 4  
                  Michael Gordon, District 4  
                  Bonnie A. Putman, Deputy Clerk

Also present: Tera Meeks, TDC Executive Director; Dena Masters, TDC Administrative Coordinator; Traci Anderson, TDC Accounting Technician; and Regina Ross, Deputy County Attorney

(01/22/18 - 1 - 1:40 p.m.)

1.        CALL TO ORDER

Peter called the meeting to order.

(01/22/18 - 1 - 1:41p.m.)

2.        PLEDGE OF ALLEGIANCE

Gordon led the Pledge of Allegiance.

(01/22/18 - 1 - 1:41 p.m.)

3.        ROLL CALL

Masters called the roll: All Council members were present.

(01/22/18 - 1 - 1:42 p.m.)

4.        INTRODUCTION OF NEW TDC MEMBER

Peter introduced new member, Undine George, City of St. Augustine Beach Mayor.

(01/22/18 - 1 - 1:42 p.m.)

5. APPROVAL OF AGENDA

Peter stated that there was an addition to the Regular Agenda and Item No. 8 would be a funding request for the 2018, 26.2 With Donna Marathon, Ultra, 5K & Half Marathon.

(1:43 p.m.) **Motion by Kass, seconded by Hickey, carried 9/0, to approve the Agenda, as amended.**

(01/22/18 - 1 - 1:43 p.m.)

6. ELECTION OF NEW CHAIR AND VICE CHAIR

(1:43 p.m.) **Motion by George, seconded by Shaver, carried 9/0, to elect Todd Hickey, as the new Chair of the TDC.**

(1:44 p.m.) **Motion by Morris, seconded by Peter, carried 9/0, to elect Irving Kass, as the new Vice Chair of the TDC.**

(01/22/18 - 2 - 1:46 p.m.)

7. PUBLIC COMMENT

Albert Syeles, 83 Bridge Street, Co-Founder and President of Romanza, provided information from the BCC meeting on the 4th cent expenditure and allocation; and requested the TDC members consider the advertising and funding of tourism activities.

(01/22/18 - 2 - 1:50 p.m.)

8. RECREATION AND LEISURE

- Sports Marketing Funding Request
- Tour de Forts - \$2,000 recommended

Wil Smith, Director of Parks and Recreation, presented details of the application for the Sports Marketing funding request of \$2,000, for the Tour de Forts, specifically, information on the permitting.

(1:51 p.m.) Berenburg questioned the funding request. Smith responded.

(1:53 p.m.) Mark Atkins, P.O. Box 40995, Jacksonville, Florida, President Bicycle Club, spoke on the event and the permitting applications. He provided information on last year's registrants and hoped for an increase in numbers, due to the current marketing of the event.

**(1:54 p.m.) Motion by George, seconded by Morris, carried 9/0, to approve the \$2,000 funding request for the 27th Annual Tour de Forts.**

(1:54 p.m.) Smith provided details of the \$80,000 funding request for 2018, 26.2 with Donna Marathon, Ultra, 5K & Half Marathon, including the amount funded in 2017, marketing for the event, the recommendation by the Recreation Advisory Board of \$40,000, the location of the event and the previous year's economic impact of \$4.2 million in St. Johns County.

(1:57 p.m.) Peter questioned the likeliness of the economic impact doubling. Smith responded. Discussion ensued on funding in previous years, reasons for the significant increase in the request, expected numbers for this year, and economic impact comparable to the Triple Crown.

(2:11 p.m.) Mataraza suggested the Recreation Advisory Board provide information on its findings and recommendation. Discussion continued on the funding request.

**(2:12 p.m.) Motion by Kass, seconded by Berenberg, carried 9/0, to approve the same funding level as 2017, for the 2018, 26.2 with Donna Marathon, Ultra, 5K & Half Marathon, which was \$26,500.**

(01/22/18 - 2 - 2:13 p.m.)

9. ADMIN AND SPECIAL USES

- Arts and Cultural Center Market Analysis and Feasibility Study

Meeks stated that this item was coming back before the members of the TDC for consideration and recommendation on budget approval, including the previous draft Request for Proposal (RFP), for the Arts and Cultural Center Market Analysis and Feasibility Study; the number of bids received, with C.H. Johnson, consulting firm, scoring the highest during the review process; and noted C.H. Johnson's cost of \$83,500. She stated that she needed approval to move forward with the contract.

Anderson left the meeting at 2:14 p.m.

(2:14 p.m.) Kass questioned the amount that was budgeted for this study. Meeks responded.

(2:15 p.m.) Mataraza questioned the details regarding the selection committee and the rationale for selecting C.H. Johnson. Meeks spoke on the set of criteria and scoring based on the criteria, the evaluation committee meeting, reading and average of scores,

and the recommendation. Mataraza noted the value of receiving information prior to voting on \$85,000.

(2:16 p.m.) Ross provided information on the blackout period, lobbying, and availability of documents becoming public record after the Notice of Intent had been issued or 30 days after the evaluation. Discussion ensued on the need to be more informed prior to approving, including the proposals, evaluations by staff, and the scoring.

(2:19 p.m.) George agreed and requested a continuance, until the appropriate backup material was received and reviewed.

(2:20 p.m.) Kass requested clarification on the selection. Ross provided clarification. Discussion ensued on the ability to oversee the selection process, view all proposals, and distribution of the documents, by Meeks, to all TDC members.

(2:23 p.m.) **Motion by George, seconded by Shaver, carried 9/0, to continue the item.**

- Discussion of existing service contracts and review of draft RFP scopes

(2:23 p.m.) Meeks provided details of the two service contracts that were currently in place, including implementation dates, expiration dates, and the previous and current budget. She stated the options for the TDC, which included renewing and leaving the contracts as is; renew the contracts with revisions, with examples provided; or pursue a Request for Proposal (RFP). She provided information on the three TDC service draft RFP scopes and requested a recommendation on how to move forward on these contracts. Discussion ensued on the County's Standard Operating Procedure to go out to bid after contracts were five years old, the scope of work, the RFPs, funding in Category 1 and 2, and the decision to be made by the Board of County Commissioners (BCC).

(2:45 p.m.) Morris spoke on the draft RFPs and suggested removal of specific language, which stated *"The County reserves the right to perform, manage, and/or administer any function referenced within the scope of services with Tourism Department staff, at any time during the resultant contract period, which may alter the amount of overall annual funding for projects administered by the contractor."* Discussion continued on previous approval of advertising agencies by the BCC, the privatization of the St. Johns County Visitors and Convention Bureau (VCB) and the St. Johns Cultural Council, the need for two full-service agencies, and the subcontracting being held with that full service agency, goals, going out to RFP, but taking the current drafts and having them closely aligned to what was in place.

(2:52 p.m.) Morris spoke on current marketing companies and suggested renewal with revisions. Mataraza and Peter concurred with Morris, with renewal of current contracts, with provisions.

(2:56 p.m.) George restated the standard policy to go out to RFP and noted the amount of education that could be gained from seeing other contracts. Discussion ensued on the following items, regarding existing service contracts and review of draft RFP scopes: current companies' success, the budget, changes in advertising, differences in what was in place currently, the need for modifications or revisions to the current contract, the scope of work, a 7-year strategic plan, and allowable input from the VCB and Arts & Cultural Council.

(3:11 p.m.) Ross responded and discussion ensued on county code, including the blackout period, participation in drafting the RFP versus offering suggestions; and provided clarification of Meeks' intent of being efficient and the need to be mindful of timeline, with the expiration of contracts in eight months.

(3:18 p.m.) Berenberg requested a timeline. Ross provided information on recommendations of the Advisory Board, including provisions to the existing contracts.

(3:23 p.m.) Shaver spoke on the needed attendance of Meeks at all the VCB meetings.

(3:24 p.m.) Ross advised not continuing beyond the next meeting.

(3:25 p.m.) Scott Bartosch, 422 Community Trails, spoke in opposition of the current scopes and agreed with Commissioner Morris.

(3:28 p.m.) Richard Goldman, St. Johns County Visitors & Convention Bureau, 29 Old Mission Avenue, provided information on the past revisions to the scope of work, contract, and approval. Ross provided additional information on the previous extension of the contract and Meeks intent.

(3:31 p.m.) Andy Witt, Director of St. Johns County Cultural Council, spoke on the order of the agenda, with the annual report summaries being presented after this item. Additionally, he spoke on the draft scopes and what was currently being done, the lack of technical details in the TDC 2017 Strategic Plan, and his willingness to provide revisions.

(3:35 p.m.) Deborah Chapin, 531 North Wilderness Trail, spoke on the 7-year term of contracts, the need to hear new ideas and generate revenue, and saw no downside in soliciting different options from other entities.

(3:36 p.m.) Albert Silas, 83 Bridge Street, congratulated the TDC members for updating the Strategic Plan and spoke on the term of the contract and suggested considering missions, vision, goals, measurable objectives, and the primary strategies that can go into a contract.

(3:39 p.m.) Hickey stated the contract terms. Ross and Meeks clarified term dates.

**(3:42 p.m.) Motion by Peter, seconded by Morris, carried 7/2, with George and Berenberg dissenting, to move forward with the current contracts, with revisions.**

(3:44 p.m.) Ross stated a deadline was needed and that the Commission may approve or not approve the TDC recommendation. Meeks provided information on what she would be sending the members of the Advisory Board, including meeting availability.

(3:47 p.m.) Hickey restated the next steps for the TDC members. Ross provided additional information, stating they could not speak to one another.

(3:48 p.m.) Mataraza suggested a workshop. Ross stated a workshop needed to be publically noticed and noted the time restraints.

(3:50 p.m.) Bartosch questioned how to get a copy of the suggestions. Ross stated that he would need to do a public records request. Meeks stated the agenda would be on the website five days prior to the meeting and provided directions on how to access backup information on the agenda items.

(3:53 p.m.) Silas stated the arts community would like to be included in creating the contract revisions.

(3:54 p.m.) Witt stated that there was an open workshop in the next few weeks.

Peter left the meeting at 3:55 p.m. The TDC members thanked him for his past service as Chair.

(01/22/18 - 5 - 3:55 p.m.)

10. MONTHLY REPORTS PROVIDED IN PACKETS

- VCB - Annual Report Summary

(3:55 p.m.) Richard Goldman, St. Johns County Visitors & Convention Bureau (VCB), 29 Old Mission Avenue, provided details of the 2017 Annual Report, Executive Overview, including tax dollars collected and the increase occupancy, the average daily rate, revenue per available room (RevPAR), room demand, and Florida's Historic Coast

growth rate. Additionally, he stated that the VCB exceeded nearly every marketing plan category goal and provided the tourism development highlights.

Morris left the meeting at 3:57 p.m.

(4:08 p.m.) Shaver stated that on this past Martin Luther King, Jr. Day, Civil Rights Trails were launched in 14 states, and Florida was not among them. Goldman stated he would find out information as to why Florida did not participate.

Shaver left the meeting at 4:08 p.m.

(4:09 p.m.) Smith thanked Goldman and his staff on his assistance with the Sports Marketing initiative, regional and national.

- Cultural Council – Annual Report Summary

(4:10 p.m.) Andy Witt, Director of St. Johns County Cultural Council, presented details of the annual report, including cultural tourism advertising and marketing; ACH Grant Program; Services to the Cultural industry; and promotional opportunities.

(01/22/18 - 5 - 4:20 p.m.)

## 12. MEMBER COMMENTS

(4:21 p.m.) Berenberg spoke on the ACH Grant Program and reported on The Venardos Circus.

(4:22 p.m.) Mataraza requested information on the 4th cent distribution and levying of the 5th cent. Meeks stated it would be on the next BCC meeting and suggested the TDC members provide a recommendation for the Board.

(4:24 p.m.) Kass provided suggestions regarding the 4th cent distribution and levying of the 5th cent. He thanked everyone for the good conversation and congratulated Hickey on his position as the new chair.

(4:25 p.m.) George congratulated the new Chair and Vice Chair.

(4:26 p.m.) Smith provided updated information on the previous and current registered participants of the 26.2 with Donna Marathon, Ultra, 5K & Half Marathon.

(4:27 p.m.) Meeks provided information on the error in Shaver's recusal form, regarding the City of St. Augustine's request for financial funding for the panhandling educational program.

(01/22/18 - 6 - 4:28 p.m.)

13. ADJOURN

With there being no further business to come before the Council, Hickey adjourned the meeting at 4:28 p.m.

Approved \_\_\_\_\_, 2018

TOURIST DEVELOPMENT COUNCIL  
OF ST. JOHNS COUNTY, FLORIDA

By: \_\_\_\_\_  
Todd Hickey, Chair

ATTEST: HUNTER S. CONRAD, CLERK

By: \_\_\_\_\_  
Deputy Clerk