

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
JUNE 18, 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: Todd Hickey, Chair
 Irving Kass, Vice Chair
 Jay Morris, BCC Representative
 Nancy Shaver, Mayor, City of St. Augustine Representative
 Undine George, Mayor, City of St. Augustine Beach Representative
 Danny Berenberg, District 4
 Michael Gordon, District 4
 Sindy Wiseman, Deputy Clerk

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

Absent: John E. Jack Peter, District 4
 Diane Mataraza, District 4

(06/18/18 - 1 - 1:34 p.m.)

1. CALL TO ORDER

Hickey called the meeting to order.

(06/18/18 - 1 - 1:34 p.m.)

2. PLEDGE OF ALLEGIANCE

Berenberg led the Pledge of Allegiance.

(06/18/18 - 1 - 1:34 p.m.)

3. ROLL CALL

Masters called the roll: All Council members were present, with Mataraza and Peter absent.

(06/18/18 - 1 - 1:35 p.m.)

4. APPROVAL OF AGENDA

Motion by Morris, seconded by Shaver, carried 7/0, with Mataraza and Peter absent, to approve the Agenda, as submitted.

(06/18/18 - 1 - 1:35 p.m.)

5. APPROVAL OF MINUTES

- Regular Meeting – February 26, 2018
- Regular Meeting – March 19, 2018
- Regular Meeting – May 21, 2018

Motion by Morris, seconded by Shaver, carried 7/0, with Mataraza and Peter absent, to approve the minutes for the February 26, 2018, March 19, 2018, and May 21, 2018, meetings as submitted.

(06/18/18 - 2 - 1:36 p.m.)

6. PUBLIC COMMENT

There was none.

(06/18/18 - 2 - 1:36 p.m.)

7. RECREATION AND LEISURE – Wil Smith

Wil Smith, Director of Parks and Recreation, introduced Teddy Myer, Facilities Coordinator, and presented the details of the Triple Crown Contract, via PowerPoint. He commented on the number of teams drawn to the event from out of County and out of State.

(1:37 p.m.) Kass noted the positive affect the Triple Crown had on the County.

(1:38 p.m.) Hickey questioned whether the funding increase from the first year to the last was due to inflation. Smith responded that it was from inflation and the growth in the tournament.

(1:39 p.m.) Motion by Berenberg, seconded by Kass, carried 7/0, with Mataraza and Peter absent, to move forward with a five-year Triple Crown Contract.

(1:39 p.m.) Berenberg mentioned his request to initiate a consent agenda item. Discussion ensued on setting a dollar threshold and Meeks said she would prepare something for the Council to review.

(06/18/18 - 2 - 1:41 p.m.)

8. ADMIN AND SPECIAL USES – Tera Meeks

- RFP – Tourism Market Research and Economic Impact Study

Meeks presented the draft of the Request for Proposal (RFP) for the Tourism Market Research and Economic Impact Study.

(1:42 p.m.) Shaver said she did not see the number of beds available listed in the RFP and submitted a breakdown of accommodations, *Exhibit A*. Meeks referenced Task 3 of the scope and said she could further elaborate on bed numbers to be more specific. Discussion ensued on the scope of work in the RFP and the methodology in calculating the number reported and what the RFP would substantiate.

(1:53 p.m.) Richard Goldman, St. Johns Visitor and Convention Bureau, spoke on the accuracy of the number of overnight stays. Discussion ensued.

(1:59 p.m.) Ross spoke on the agreement between the Tax Collector and an outside firm, regarding gathering data and said there was a request for the Tax Collector to present the information to the Council.

(2:07 p.m.) Motion by Shaver, seconded by George, carried 7/0, to approve the Request for Proposal (RFP), as amended.

- FY19 Requested Budget

(2:08 p.m.) Meeks presented the Destination Marketing requested budget, via PowerPoint. Discussion ensued.

(2:15 p.m.) Shaver submitted a change in the use of the TDC dollars, *Exhibit B*, approved the legislature in the last session, which allowed expenditures on infrastructure directly related to tourism and requested discussion on the items today or during the budget process.

(2:18 p.m.) George mentioned that the City of St. Augustine Beach was reviewing the changes as well and spoke on infrastructure improvements at the beach. Discussion ensued on the cost of the projects and which line items in the budget would be used.

Meeks continued with the budget presentation, stating that reallocating funds would require a change to Ordinance No. 2011-31, which determined the allocations to the four categories.

(06/18/18 - 3 - 2:37 p.m.)

9. PRESENTATION - FY 19 MARKETING PLANS

- VCB Marketing Plan

Richard Goldman, St. Johns Visitor and Convention Bureau (VCB), presented an executive summary, showing a projected three to four percent growth in room nights; enhance the online experience, by hiring a new web development company; refine the email marketing efforts; integrate the Hispanic marketing initiatives; new events and activities; and building the social channels. He reported on the Smith travel, media, sales, PR communications, web development, promotions, research, and events.

(2:58 p.m.) Gordon questioned differences, related to Ponte Vedra marketing in the 2018 versus 2019 plan. Goldman responded.

- Cultural Council

(3:00 p.m.) Andy Witt, Executive Director of St. Johns Cultural Council, presented the Cultural Council Marketing Plan, including goals; cultural tourism marketing program; Arts, Cultural, and Heritage (ACH) grant program; services to the industry; development of new products and services; target audiences; geography; marketing workshops; and the budget.

(3:15 p.m.) George asked Witt to expound on the advertising category. Witt spoke on the traditional advertising and additional advertising that used to support specific sponsorship type production projects.

(06/18/18 - 3 - 3:19 p.m.)

10. MEMBER COMMENTS

Kass spoke on doing more in the Ponte Vedra area; attending the Roscolusa event in Nocatee; and suggested revisiting the grant program to support new projects.

(06/18/18 - 3 - 3:24 p.m.)

11. NEXT MEETING

Meeks stated the next meeting would be July 16, 2018.

(06/18/18 - 3 - 3:25 p.m.)

12. ADJOURN

With there being no further business to come before the Council, Hickey adjourned the meeting at 3:25 p.m.

Draft

Approved _____, 2018

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Irving Kass, Vice Chair

ATTEST: HUNTER S. CONRAD, CLERK

By: _____
Deputy Clerk