

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
JULY 16, 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: Irving Kass, Vice Chair
Jay Morris, BCC Representative
Undine George, Mayor, City of St. Augustine Beach Representative
Nancy Shaver, Mayor, City of St. Augustine Representative
Diane Mataraza, District 3
Danny Berenberg, District 4
Michael Gordon, District 4
Bonnie A. Putman, Deputy Clerk

Also present: Tera Meeks, TDC Executive Director and Dena Masters, TDC Administrative Coordinator

Absent: Todd Hickey, Chair, and John E. "Jack" Peter, District 4

(07/16/18 - 1 - 1:35 p.m.)

1. CALL TO ORDER

Kass called the meeting to order.

(07/16/18 - 1 - 1:35 p.m.)

2. PLEDGE OF ALLEGIANCE

Gordon led the Pledge of Allegiance.

(07/16/18 - 1 - 1:36 p.m.)

3. ROLL CALL

Meeks called the roll: All Council members were present, with Hickey and Peter absent.

(07/16/18 - 1 - 1:37 p.m.)

4. APPROVAL OF AGENDA

(1:37 p.m.) Motion by Shaver, seconded by Mataraza, carried 7/0, with Hickey and Peter absent, to approve the Agenda, as submitted.

(07/16/18 - 1 - 1:37 p.m.)

5. PUBLIC COMMENT

Shannon Lake, 6970 A1A South, Chair of the St. Johns County Visitors & Convention Bureau (VCB) Board of Directors, submitted the VCB's position on the Tourist Development Tax (TDT) allocations and the 5th cent and thanked the TDC for their thoughtful efforts, on behalf of the tourist industry.

(1:41 p.m.) Michael Scine, Scine CPA Advisors, 3275 US Highway 1 South, and Chairman of the Chambers' Public Policy Committee, spoke in support of the increased

one percent of the bed tax, to be solely dedicated to the creation of a countywide beach management and renourishment program.

Regina Ross entered the meeting at 1:43 p.m.

(1:44 p.m.) Tom Reynolds, 880 A1A Beach Boulevard, requested a date for the workshop regarding new laws. He spoke on the lack of advertising dollars for St. Augustine Beach, in Anastasia Island, and the need for lighting on the crosswalks.

(1:47 p.m.) Ed Slavin, P.O. Box 3084, spoke on meetings held by the VCB's Board of Directors (BOD) outside of the Sunshine Law. He noted that Jesse Fish Island was endangered due to a proposed development by D.R. Horton and suggested the use of Florida Forever funds to purchase for a park. He stated that the Chamber of Commerce was a lobbying group for large businesses and that the St. Augustine Beach Civic Association and the St. Augustine Lighthouse should not be funded, due to not being accessible per the Americans with Disabilities Act (ADA); and he commented on the lack of diversity in language, by business owners in St. Augustine.

(1:50 p.m.) Albert Silas, President of the Romanza, 83 Bridge Street, Lincolnville, spoke on tourism fatigue and the dissention among the residents due to the rapid growth. He spoke in opposition to spending money generated by a 5th cent solely on beach erosion.

(07/16/18 - 2 - 1:52 p.m.)

6. CULTURAL EVENTS

- Sing Out Loud and Amphitheatre update

Ryan Murphy, Director of Cultural Events, spoke on the 2018 Sing Out Loud Festival and the upcoming announcement of venues and performers. He provided information on the showcase performer, the Betty Griffin charity, professional workshops, and provided an overview of the St. Augustine Amphitheatre and the Ponte Vedra Concert Hall.

Patrick McCormack entered the meeting at 1:54 p.m. and Ross left the meeting.

(1:59 p.m.) Berenberg and Mataraza requested additional information on the professional workshops. Murphy responded.

Morris, Kass, and Shaver thanked Murphy and spoke on Murphy's accomplishments, including building a brand and the kinds of things that he was involved in, within the community.

(2:04 p.m.) Tom Reynolds, 880 A1A Beach Boulevard, spoke on the Farmer's Market at the Amphitheatre, the Summer Concert Series, and the success of the Amphitheatre.

(2:06 p.m.) Ed Slavin, P.O. Box 3084, spoke on the Amphitheatre and the Farmer's Market.

(07/16/18 - 2 - 2:08 p.m.)

7. RECREATION AND LEISURE

- Sports Marketing Funding Request
 - World Junior Golf (WJG) - The Junior - \$5,000 recommended
 - Public Comment

Wil Smith, Director of Parks and Recreation, presented details on the application for the World Junior Golf event, via PowerPoint. He spoke on the impact to the County and the recommendation by the Parks and Recreation advisory board for \$5,000.

(2:10 p.m.) George questioned the funding request's fiscal year budget.

(2:10 p.m.) Tom Reynolds, 880 A1A Beach Boulevard, spoke in support of the request and congratulated Smith on a job well done.

(2:11 p.m.) Mataraza commented on the event's return on investment.

(2:11 p.m.) Motion by Mataraza, seconded by Gordon, carried 7/0, with Peter and Hickey absent, to recommend the approval of \$5,000, pertaining to the World Junior Golf (WJG) special event.

(2:12 p.m.) Smith provided additional information, including the sports marketing initiative changing to quarterly reports/updates.

(2:12 p.m.) Morris congratulated Smith on a job well done.

(07/16/18 - 3 - 2:13 p.m.)

8. CULTURAL COUNCIL

- ACH Grant award recommendation
 - Public Comment

Andy Witt, Executive Director of the St. Johns Cultural Council, presented details on the 2019 Arts/Culture/Heritage (ACH) Grant awards and funding program, *Exhibit A*

(2:18 p.m.) Berenberg questioned the scoring process and noted that grants were missed the past two years. Witt stated there were software issues. Meeks responded on the scoring of particular applicants/panelists. Discussion ensued on the applications, planning events, and spending money strategically. Witt noted previous discussions on the Marketing Plan and the scoring process for the ACH grants.

(2:32 p.m.) George commented on the ranking of the grants and the relationality of the various events and projects that were up for consideration, including peek versus off peek. Witt noted the guidelines and the lack of availability of facilities. Discussion continued with Kass requesting Witt to think strategically when making decisions and planning events going forward.

(2:39 p.m.) Witt spoke on the adopted guidelines and referred to the documentation in the packet. He reiterated the issues and provided additional information on event management and the council's proposed recommendation.

(2:42 p.m.) George commented on the need to change the language to a *proposed* TDC recommendation and requested the pros and cons of the current distribution of grant money. Witt responded. Meeks interjected, provided a clarification of George's question, and suggested she and Witt meet and come up with alternatives to the allocation of funds. Witt strongly discouraged adjusting the funding.

(2:48 p.m.) Shaver spoke on the funding issues and questioned whether the Council could wait on making a decision until more information was received. Meeks responded on the allocation of funds based on the scores and agreed that the decision could be addressed in August.

(2:51 p.m.) Kass commented on the ACH Grant process. Witt assured the Council that the process had been followed correctly.

(2:52 p.m.) George questioned the policy justification of adhering to the funding allocations of each category. Witt responded by reading the guidelines and reiterating the process followed by the Cultural Council. Meeks stated that alternative options could be brought before the council in August. George again questioned the reasoning behind the allocation. Witt was opposed to alternative options.

(2:57 p.m.) McCormack spoke on the ACH Grant process, criteria, and the scoring. He attempted to clarify George's question by providing examples and reiterating that she was not suggesting a change to the scores.

(3:02 p.m.) Mataraza requested to see the budget for each category. Discussion ensued with Kass stating the options of either tabling the decision or approving what was provided. Meeks requested bringing the item back.

(3:05 p.m.) Shaver requested the percent of the budget utilized for the grants, the history of each event, and that the events were placed on a calendar. George spoke on the value of these requests. Witt spoke in opposition to alternative options.

(3:08 p.m.) No action was taken on this item.

(3:09 p.m.) Berenberg commented on the panel members' lack of information of the alternative grants.

(3:10 p.m.) Jeff Blakeman, Tallahassee Florida, Vice President of EXP Conventions Inc., Tallahassee, Florida, provided his professional background; added details and information on the gaming convention which was held at World Golf Village (WGV); and addressed the comments by the panelists and the low score received, due to lack of understanding.

(3:13 p.m.) Tom Reynolds, 880 A1A Beach Boulevard, spoke in support of the video game convention and stated his opposition of several of the events that would receive funding.

(3:17 p.m.) Ed Slavin, P.O. Box 3084, spoke on the evaluation panel; the need to revise the guidelines and criteria; and provided his position on several events that would receive funding.

(07/16/18 - 4 - 3:20 p.m.)

9. ADMIN AND SPECIAL USES

- Review of FY19 revenue projections
- FY19 budget recommendation
 - Public Comment
- General Updates

Tera Meeks, TDC Executive Director, provided a review of FY19 revenue projections and provided details of the Fiscal Year 2019 budget recommendation, via PowerPoint.

(3:26 p.m.) Richard Goldman responded to questions by George, regarding professional services increase in funding. Discussion ensued on funding.

(3:27 p.m.) Kass suggested strategically looking at the funding for grants and advertising for FY20. Witt provided information on the funding and the Marketing

Plan. Discussion ensued on the cost with advertising and the value it provides, the advertising required with the grants, event funding, and the possibility of changes.

(3:33 p.m.) George questioned the decrease in the special events category and the increase in professional fees. Witt provided an explanation for the budget changes.

(3:35 p.m.) Meeks continued with her presentation of the line by line budget requests.

(3:36 p.m.) Shaver questioned uses of the 5th cent. Meeks stated that the TDC recommendation was provided to the Board of County Commissioners (BCC); however, to date, the item has not been discussed by the Board.

(3:37 p.m.) McCormack provided information on the upcoming BCC meeting and Meeks noted the upcoming joint meeting between the City of St. Augustine and St. Johns County. She continued her presentation of the proposed budget.

(3:40 p.m.) Kass questioned the sale of the St. Johns County Convention Center.

(3:41 p.m.) Shaver questioned the professional fees and research. Meeks provided details of those costs. Shaver requested more details on these line items.

(3:44 p.m.) Mataraza spoke on the need for clarification on advertising. Shaver agreed.

(3:46 p.m.) George commented on a letter, dated July 5, 2018, regarding the Cultural Arts Center building. Morris responded to the comment.

(3:50 p.m.) Ed Slavin, P.O. Box 3084, spoke on the Cultural Center in St. Augustine Beach, the use of bed tax money for a pier, no need for advertising, and the need for an inspector general and a national park and sea shore.

(3:54 p.m.) Tom Reynolds, 880 A1A Beach Boulevard, spoke on the need for advertising of Anastasia Island.

(3:57 p.m.) Motion by Morris, seconded by Shaver, carried 7/0, with Peter and Hickey absent, to recommend the budget, as presented, to the Board of County Commissioners.

(3:58 p.m.) Meeks stated that Todd Hickey would no longer be able to serve on the TDC and that the position would need to be filled by someone who was in the hotel industry. She provided additional guidelines for potential applicants.

(07/16/18 - 5 - 3:59 p.m.)

10. MONTHLY REPORTS PROVIDED IN PACKETS

- VCB
- Cultural Council
- YTD Bed Tax Collections

Richard Goldman, President of the St. Johns County Visitors and Convention Bureau (VCB), Inc., provided highlights of the VCB.

(4:00 p.m.) Andy Witt, Executive Director of the St Johns Cultural Council, provided an update on the feasibility study. Meeks said an initial update should be in six weeks.

(07/16/18 - 5 - 4:00 p.m.)

11. MEMBER COMMENTS

Berenberg spoke on the official opening of the Harry McCormack arts exhibition and the community space being utilized to demonstrate the exhibition in a public building.

(4:02 p.m.) George commented on the patience of the council during the ACH grants item.

(07/16/18 - 6 - 4:02 p.m.)

12. NEXT MEETING DATE

Meeks stated the next meeting was scheduled for August 20, 2018.

(07/16/18 - 6 - 4:03 p.m.)

13. ADJOURN

With there being no further business to come before the Council, Kass adjourned the meeting at 4:03 p.m.

Approved _____, 2018

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Irving Kass, Vice Chair

ATTEST: HUNTER S. CONRAD, CLERK

By: _____
Deputy Clerk