

**MINUTES OF MEETING  
TOURIST DEVELOPMENT COUNCIL  
ST. JOHNS COUNTY, FLORIDA  
JULY 18, 2016  
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  
Andrea Samuels, Vice Chair  
Jay Morris, BCC Representative  
Nancy Shaver, Mayor, City of St. Augustine Representative  
Irving Kass, District 1  
Scott M. Bartosch, District 3  
Bill Hughes, District 4  
Fred E. Cozby, District 4  
Todd Hickey, District 4  
Natasha McGee, Deputy Clerk

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

(07/18/16 - 1 - 1:30 p.m.)

1. CALL TO ORDER

Peter called the meeting to order.

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

2. PLEDGE OF ALLEGIANCE

Hughes led the Pledge of Allegiance.

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

3. ROLL CALL

Masters called the roll: All Council members were present.

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

4. APPROVAL OF AGENDA

Motion by Samuels, seconded by Bartosch, carried 9/0, to approve the Agenda, as submitted.

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

5. PUBLIC COMMENT

There was none.

(07/18/16 - 2 - 1:36 p.m.)

6. AUGUST AND SEPTEMBER EVENTS

- Sing Out Loud Festival

Ryan Murphy, General Manager of Cultural Events, presented details of the festival, via PowerPoint.

- Sounds of Summer

(1:40 p.m.) Richard Goldman, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), and Andy Witt, Executive Director of the St. Johns Cultural Council (SJCC), spoke on the branding of the Sounds of Summer Celebration. Witt noted there would be no street closures. Goldman announced a press conference scheduled for Thursday, July 21, 2016, at the Colonial Quarter.

(1:45 p.m.) Hughes questioned Meeks on sponsorships and funding sources.

(07/18/16 - 2 - 1:45 p.m.)

7. RECREATION AND LEISURE

Billy Zeits, Assistant Director of Recreation and Parks, presented details of the funding requests. He noted that the events were repeated events and had approval from the City of St. Augustine.

- Miami Tri Events, St. Augustine Half Marathon, Request \$7,500
- World Junior Golf Association, The American Junior, Request \$5,000
- First Coast Sailing Association, St. Augustine Race Week, Request \$7,500

(1:48 p.m.) Motion by Bartosch, seconded by Samuels, carried 9/0, to recommend approval of the funding requests from Miami Tri Events for \$7,500, World Junior Golf Association for \$5,000, and First Coast Sailing Association for \$7,500.

(07/18/16 - 2 - 1:49 p.m.)

8. ADMINISTRATION AND SPECIAL USES

- Special Board of County Commissioners Meeting on July 26, 2016

Meeks announced that the scheduled meeting would be held in the County Auditorium at 9:00 a.m., and noted that there would be a discussion regarding the Tourist Development Tax Ordinance that regulated funding. Discussion ensued on reallocating funds.

- Arts, Culture and Heritage (ACH) Grant Funding Panel Member Recommendations

(2:06 p.m.) Meeks presented details of the recommendations, via PowerPoint. She also noted updated TDC ACH Funding Panel applications, *Exhibit A*. Discussion ensued on application screening.

(2:14 p.m.) Motion by Hughes, seconded by Kass, carried 9/0, to recommend approval of Danny Berenberg to the Arts, Culture and Heritage Grant Funding Panel.

(2:15 p.m.) Motion by Samuels, seconded by Shaver, carried 9/0, to recommend approval of Karen Watts to the Arts, Culture and Heritage Grant Funding Panel.

- Renewal of Visitors and Convention Bureau and Cultural Council Contracts

(2:15 p.m.) Meeks presented details of the contracts, including revisions, September 2016 expiration dates, and proposed renewal dates of September 2018. She noted there were no substantive changes to the contracts. Discussion ensued on the Strategic Plan and the renewal of the contracts.

(2:22 p.m.) Motion by Peter, seconded by Samuels, carried 9/0, to recommend the renewal of the St. Johns County Visitors and Convention Bureau and St. Johns County Cultural Council Contracts, with the caveat that if there was a [substantive] change, to either of the contracts, that the [contracts] would be [resubmitted] to the Council for further review.

The contracts would be brought back to the Council for further review.

(07/18/16 - 3 - 2:23 p.m.)

9. BUDGET - Fiscal Year (FY) 2017 RECOMMENDED

Meeks presented details of the FY 2017 recommended budget, via PowerPoint. She reviewed the Revenue Comparison and Projections FY 2012 - FY 2017 table and the FY 2017 Budget Worksheets. In the recommended budget, she noted that there were no allocated funds for Fire Rescue to offset additional costs. Discussion ensued on allocating TDC funds to Fire Rescue and reformatting the budget documents.

- Category I - Destination Marketing

(2:44 p.m.) Meeks reviewed the line item breakdowns for the Destination Marketing FY 2017 proposed budget, via PowerPoint. She noted a 25 percent budget increase. Discussion ensued on Expense Account 54900: Advertising.

(2:52 p.m.) Richard Goldman, Executive Director of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), provided details regarding the budget increase. Discussion ensued on the average daily room rate, projected hotel/room growth, and advertising.

(3:01 p.m.) Motion by Peter, seconded by Hughes, carried 9/0, to approve the Category I: Destination Marketing FY 2017 recommended budget.

- Category II - Arts, Culture and Heritage

(3:01 p.m.) Meeks reviewed the line item breakdowns for the Arts, Cultural and Heritage FY 2017 proposed budget, via PowerPoint. She noted a three percent budget decrease and the fund transfer to the amphitheater. Discussion ensued on the funding assistance provided to the amphitheater.

(3:04 p.m.) Motion by Hughes, seconded by Peter, carried 9/0, to approve the Category II: Arts, Cultural and Heritage FY 2017 recommended budget.

- Category III - Leisure and Recreation

(3:05 p.m.) Meeks reviewed the line item breakdowns for the Leisure and Recreation FY 2017 proposed budget, via PowerPoint. She noted an 8 percent budget increase and the fund transfers regarding beach renourishment, beach renourishment debt service, and the beach fund. Discussion ensued on the fund transfers and beach renourishment.

(3:11 p.m.) Kass questioned the line item breakdown of the budget variance between the Board of County Commissioners approved FY 2016 budget of \$1,522,269 versus the FY 2017 requested budget of \$1,026,866. Meeks noted an error in the FY 2016 BCC approved budget column. She stated that the error would not impact the budget recommendation and that the table would be revised, *Exhibit A*.

(3:18 p.m.) Motion by Bartosch, seconded by Peter, carried 9/0, to approve the Category III: Leisure and Recreation recommended budget.

- Category IV - Administration and Special Uses

(3:20 p.m.) Meeks reviewed the line item breakdowns of the Administration and Special Uses FY 2017 proposed budget, via PowerPoint. She noted an 18 percent budget increase and explained the Administration and Special Events' enhancements that related to the increase. She also reviewed the fund transfers regarding the St. Johns County Convention Center shortfall and amphitheater debt service.

Discussion ensued on the line item budgets related to the Administration and Special Events' enhancements, optional funding mechanisms for event shuttles, optional comprehensive transportation mechanisms for shuttle services, wayfinding signage, and the fund transfer regarding the St. Johns County Convention Center shortfall.

(3:33 p.m.) Motion by Bartosch, seconded by Kass, carried 9/0, to approve the Category VI: Administration and Special Uses recommended budget.

(3:33 p.m.) Meeks noted that Billy Zeits, Assistant Director, Recreation and Parks, had a FY 2016 funding request update. Zeits provided an update on a Department of Transportation (DOT) funded welcome center and trailhead, associated with the State Road 207 Rail-Trail Project. He noted that the project's estimated cost was \$350,000 and that DOT provided St. Johns County with \$305,000 to complete the trailhead project. He also noted that the \$45,000 difference would be relocated in Expense Account 56300: Building Improvements or Expense Account 56301: Improvements other than Building, under Category III.

(07/18/16 - 4 - 3:35 p.m.)  
10. MONTHLY REPORTS

Peter noted that the monthly reports were provided in the agenda book.

(07/18/16 - 4 - 3:36 p.m.)  
11. MEMBER COMMENTS

Samuels, on behalf of Albert Syeles, member of the public, suggested utilizing TDC funds to renovate an area of the St. Augustine Record Building to accommodate a performing arts theater.

(07/18/16 - 4 - 3:36 p.m.)  
12. NEXT MEETING DATE

Peter announced that the next meeting would be held on August 15, 2016.

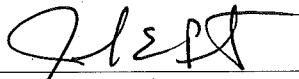
(07/18/16 - 5 - 3:36 p.m.)

13. ADJOURN


With there being no further business to come before the Council, Peter adjourned the meeting at 3:36 p.m.

Approved October 17, 2016

TOURIST DEVELOPMENT COUNCIL  
OF ST. JOHNS COUNTY, FLORIDA

By:   
John E. Peter, Chair

ATTEST: HUNTER S. CONRAD, CLERK

By:   
Deputy Clerk

