

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
MARCH 19, 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
 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, Senior Assistant County Attorney

Absent: Undine George, Diane Mataraza, and Jack Peter.

(03/19/18 - 1 - 1:30 p.m.)

1. CALL TO ORDER

Hickey called the meeting to order.

(03/19/18 - 1 - 1:32 p.m.)

2. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was not conducted, as there was no flag available.

(03/19/18 - 1 - 1:34 p.m.)

3. ROLL CALL

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

(03/19/18 - 1 - 1:35 p.m.)

4. APPROVAL OF AGENDA

Motion by Berenberg, seconded by Morris, carried 6/0, with George, Mataraza, and Peter absent, to approve the Agenda, as submitted.

(03/19/18 - 1 - 1:35 p.m.)

5. PUBLIC COMMENT

There was none.

(03/19/18 - 1 - 1:35 p.m.)

6. VENARDOS CIRCUS PRESENTATION

Kevin Venardos, of the Venardos Circus, presented the results and played a video of the circus performance. He noted that 83 percent of the tickets available were sold and 53 percent were from outside of St. Johns County. He said that the data came from zip codes

used from patrons and a special code provided solely to hotels. He said he looked forward to working with the County and the Amphitheatre in the future and the prospect of making St. Augustine the circus' home base.

(03/19/18 - 2 - 1:45 p.m.)

7. CULTURAL EVENTS GROWTH AND IMPROVEMENTS PRESENTATION

Ryan Murphy, Director of Cultural Events, presented the details of the Amphitheatre, Ponte Vedra Concert Hall, and the Back Yard stage. He commented on the effect due to the back-to-back hurricanes; and the quick turn-around in inspecting and re-opening the Amphitheatre. He spoke on the food quality and future surveying to determine where patrons are from, the amount of money they spend, and where they are spending it. He commented on the brief competition from Daily's Place in Jacksonville; the Sing out Loud Festival; monitoring of ticket sales; the greening efforts; and the Farmers Market, possibly hosting a monthly night market.

(03/19/18 - 2 - 1:56 p.m.)

8. ADMIN AND SPECIAL USES

- FY 19 Tourist Development Tax Revenue Projections

Meeks presented the details of the tax revenue projections, which included the revised FY 18 projection. She said the TDC was looking for a projection recommendation for the budget.

(1:58 p.m.) Shaver questioned the taxes being collected from Airbnb's. Meeks stated that it was the responsibility of the Airbnb's to remit the taxes to the Tax Collector's Office and that there was not a system to regulate and track the total amount collected by Airbnb. Discussion ensued on verifying, tracking, and enforcing the revenue collected through an Airbnb; the projected growth for the budget; and whether taxes from years past could be collected.

(2:19 p.m.) Morris supported the five percent growth projection.

(2:21 p.m.) Motion by Morris, seconded by Berenberg, carried 6/0, with George, Mataraza, and Peter absent, to select the five percent growth projection.

- ACH Grant panelist recommendations

(2:21 p.m.) Meeks presented the details of the recommendations for the ACH Grant panel list.

(2:24 p.m.) Witt spoke on the non-residential panel list applicants, *Exhibit A*.

(2:28 p.m.) Motion by Berenberg, seconded by Shaver, carried 6/0, with George, Mataraza, and Peter absent, to approve the recommended ACH Funding Panel Applicants.

- General Updates

(2:29 p.m.) Meeks updated the Council on the Sports Tourism Study; the 5th cent tax for beach re-nourishment; and referenced the memo regarding the Tourist Development Tax and the impact of HB 7087, *Exhibit A*. Discussion ensued.

(2:37 p.m.) Wil Smith, Director of Parks and Recreation, spoke on sports marketing needs.

(03/19/18 - 3 - 2:39 p.m.)

9. MONTHLY REPORTS PROVIDED IN PACKETS



- VCB
- Cultural Council

Richard Goldman, St. Johns Visitors and Convention Bureau (VCB), presented the VCB monthly report, stating that there were two Advisory Workshops being conducted, one in St. Augustine Beach, and another one in Ponte Vedra. He said he attended the Air Service Development Conference, stating that they hoped to increase the number of seats on ViaAir.

(2:43 p.m.) Andy Witt, Executive Director of St. Johns Cultural Council, spoke on the video on the County’s Facebook page, and re-allocating funds in the ACH Budget.

(2:48 p.m.) Shaver questioned whether there was an itinerary that highlighted Lincolnville Freedom Trail. Witt responded that it was highlighted in the past.

(2:49 p.m.) Wil Smith, Director of Parks and Recreation, spoke on the sports marketing program; and a partnership opportunity with Mars Star Soccer organization.

(03/19/18 - 3 - 2:54 p.m.)

10. MEMBER COMMENTS

Shaver stated a question was raised at a City Commission meeting on whether to review the events on Francis Field.

(2:55 p.m.) Meeks stated that the next meeting was tentatively set for April 16.

(03/19/18 - 3 - 2:56 p.m.)

11. ADJOURN

With there being no further business to come before the Council, Hickey adjourned the meeting at 2:56 p.m.

Approved _____, 2018

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Todd Hickey, Chair

ATTEST: HUNTER S. CONRAD, CLERK

By: _____
Deputy Clerk