

**MINUTES OF MEETING  
TOURIST DEVELOPMENT COUNCIL  
ST. JOHNS COUNTY, FLORIDA  
OCTOBER 15, 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  
Nancy Shaver, Mayor, City of St. Augustine Representative  
Undine George, Mayor, City of St. Augustine Beach Representative  
Diane Mataraza, District 3  
John E. "Jack" Peter, District 4  
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

(10/15/18 - 1 - 1:30 p.m.)

1. CALL TO ORDER

Kass called the meeting to order.

(10/15/18 - 1 - 1:33 p.m.)

2. PLEDGE OF ALLEGIANCE

Berenberg led the Pledge of Allegiance.

(10/15/18 - 1 - 1:33 p.m.)

3. ROLL CALL

Masters called the roll: All Council members were present.

(10/15/18 - 1 - 1:34 p.m.)

4. APPROVAL OF AGENDA

**Motion by Morris, seconded by Mataraza, carried 8/0, to approve the Agenda, as submitted.**

(10/15/18 - 1 - 1:34 p.m.)

5. APPROVAL OF MINUTES

- August 20, 2018

**Motion by Peter, seconded by Mataraza, carried 8/0, to approve the minutes for the August 20, 2018, meeting as submitted.**

(10/15/18 - 1 - 1: 35 p.m.)

6. PUBLIC COMMENT

Paul Williamson, P. O. Box 210, Public Affairs Director for the City of St. Augustine, spoke on the extended Nights of Lights season, and thanked the TDC members for their continued support.

(1:37 p.m.) Kurt McGill, 236 Moses Creek Boulevard, spoke on expanding the cultural environment of the County, and submitted his written public comment, *Exhibit A*.

(10/15/18 - 2 - 1:39 p.m.)

7. TAX COLLECTOR'S OFFICE

- Presentation of Bed Tax Collection Efforts

Dennis Hollingsworth, St. Johns County Tax Collector, presented an update on the bed tax collection efforts. He spoke on the agreement with Host Compliance, which monitored short-term rentals and passed data to the tax collector for enforcement. He noted that since May there had been \$80,078.38 in additional revenue collected.

(1:53 p.m.) Shaver questioned what an account was. Hollingsworth responded that an account was an individual/entity that rented short-term and was mandated to have an occupational license, sales tax, and Tourist Development Tax coupon.

(1:59 p.m.) Berenberg questioned whether there was a plan to enforce the collection of back taxes. Hollingsworth stated that as individuals/entities were found they were audited and required to pay the back taxes. Hollingsworth introduced Christy Dowler, Tourist Development Account Manager. She discussed monitoring and collection of current and back taxes owed. Discussion ensued on the enforcement process for non-compliant accounts.

(2:05 p.m.) Mataraza requested a quarterly update of the collection progress.

(10/15/18 - 2 - 2:06 p.m.)

8. ST. AUGUSTINE BEACH

- Funding Request for Sea Oats Planting Project

Margaret England, 760 Ocean Palm Way, Vice Mayor of St. Augustine Beach, presented details of the sea oats planting project, including the impact of the hurricanes to the beaches, via PowerPoint. She requested financial assistance for the project, in the amount of \$50,000.

(2:11 p.m.) Kass questioned funding. Discussion ensued on fund responsibility and tabling the item until after tomorrow's Board of County Commissions meeting. Discussion ensued.

(2:22 p.m.) **Motion by Berenberg, seconded by Mataraza, carried 8/0, to table the item.**

(10/15/18 - 2 - 2:22 p.m.)

9. ADMINISTRATION AND SPECIAL USES

- General Updates

Meeks reported that the second item on the October 16, 2018, Board of County Commissioners meeting was regarding beach renourishment; the consultant for the Sports Tourism project was expected to present a presentation and draft report at the next TDC meeting; the Arts and Cultural Center study was on going; Downs and St. Germaine was the awarded bid for the year-long Market Research and Economic Impact study

research project and would go before the Board of County Commissioners for approval on November 6, 2018; and that the Sports Marketing funding guidelines and Arts, Cultural, and Heritage guidelines would be updated on the current TDC agenda.

- TDC Vacancy

(2:26 p.m.) Meeks presented details of the vacancy, including received applications.

(2:28 p.m.) Tom Manno, 141 Turtle Cove Court, applicant, presented background information on his field of expertise.

(2:32 p.m.) Charlie Robles, 816 Oak Arbor Circle, presented background information on his field of expertise.

(2:34 p.m.) **Motion by Mataraza, seconded by Peter, carried 8/0, nominating Tom Manno, to the TDC Council.**

(10/15/18 - 3 - 2:37 p.m.)

#### 10. RECREATION AND LEISURE

- Sports Marketing and Funding Requests
  - a. Tour de Forts - \$3,000 Recommended
  - b. USSSA FL Fall Nationals Baseball- \$3,200 Recommended
  - c. St. Augustine Race Week-\$7,500 Recommended

Billy Zeits, St. Johns County Parks and Recreation, presented the details of the funding requests.

**Motion by Berenberg, seconded by Morris, carried 8/0, to approve the funding requests.**

(10/15/18 - 3 - 2:40 p.m.)

#### 11. ARTS, CULTURE AND HERITAGE

- Updating the ACH Grant Guidelines

Meeks referenced handouts, *Exhibit A*, presented details of the current guidelines, and requested input from the Council for changes to the Fiscal Year 20 guidelines.

(2:41 p.m.) Kass questioned when the revisions would take effect. Meeks said the effective date was Fiscal Year 2020.

(2:45 p.m.) Meeks summarized the allocations in the current grant cycle.

(2:50 p.m.) Kass requested that Andy Witt, Executive Director of the St. Johns Cultural Council, submit a Market Plan proposal for a 10 percent revenue growth for the upcoming year. Discussion ensued.

(2:59 p.m.) Berenberg spoke on his suggested guideline changes.

(3:01 p.m.) Meeks requested that the Council provide recommended grant guideline changes to herself or Andy Witt, Executive Director of the St Johns Cultural Council, to be presented at a future meeting.

(3:03 p.m.) Shaver questioned the future effectiveness of the current guidelines. Discussion ensued.

(3:11 p.m.) Rod Morris, Arts, Culture, and Heritage Funding Panel, 1304 Hideaway Drive South, expressed his interest for proposed changes to enhance and improve the visitor experience and made suggestions to be considered.

(10/15/18 - 4 - 3:14 p.m.)

12. MONTHLY REPORTS PROVIDED IN PACKETS

- VCB

Richard Goldman, President of the St. Johns County Visitors and Convention Bureau (VCB), presented a summary on lodging, attractions, web site visits, Visitor Information Center traffic, May sales, publicity, social media, the new Tempest website, RFQ for Hispanic marketing, and Elite Airways.

(3:18 p.m.) Shaver asked for quantitative data on Hispanic visitors and whether SJC had an adequate Spanish-speaking workforce in the hospitality and tourism industry. Goldman responded and noted the need for affordable housing. Discussion ensued on affordable housing.

- Cultural Council SJCC Summary Report and SJCC Monthly Report

(3:23 p.m.) Andy Witt, Executive Director of the St Johns Cultural Council, spoke on the expanded scope of services, including public workshops, an annual promotion plan, digital content management, the ACH Grant program, cooperative programs and events, and professional services.

- YTD Bed Tax Collections

Discussion occurred under Item 7.

(10/15/18 - 4 - 3:32 p.m.)

13. MEMBER COMMENTS

Shaver stated that she received a request from the St. Augustine Glory professional basketball organization regarding securing sponsorship and game locations. She questioned where the organization could pursue support. Meeks responded. Discussion ensued on a support structure for organizations.

(3:36 p.m.) Berenberg mentioned that Vernardo Circus would return in January 2019. Additionally, he mentioned Jorge Rivera, a community member that streamed the television program "St. Augustine Tonight", as an important asset to the community.

(10/15/18 - 4 - 3:38 p.m.)

14. NEXT MEETING DATE

- December 10, 2018

(10/15/18 - 4 - 3:38 p.m.)

15. ADJOURN

With there being no further business to come before the Council, Kass adjourned the meeting at 3:38 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