

**MINUTES OF MEETING
INDUSTRIAL DEVELOPMENT AUTHORITY
OF ST. JOHNS COUNTY
August 8, 2022 3:00 PM
at
500 San Sabastian View, St. Augustine FL**

Members Present: Melissa Churchwell, Geoff Litchney, present Chet Frith. Vivian Helwig and Kevin Kennedy call ins

Members Absent: none

Guests Present: See attached sign in sheet.

Ms. Churchwell brings the meeting to order at 3:00 PM

Ms. Churchwell asks for roll call. Ms. Churchwell, Mr. Litchney and Mr. Frith present. Mr. Helwig and Mr. Kennedy call in.

Ms. Churchwell asks for public comment.

No public comment.

Ms. Churchwell asks for additions and deletions to today's agenda.

None.

Ms. Churchwell moves the meeting to the approval of the minutes from the May 9, 2022 meeting.

Motion Mr. Litchney, Second Mr. Frith to approve the minutes of the May 9, 2022 meeting as presented.

Vote unanimous. Mr. Kennedy & Mr. Helwig call ins.

Ms. Churchwell moves the meeting to the Treasurer's report.

Mr. O'Connell presents the financial statements and one check to be signed for \$955 to WH O'Connell & Associates for accounting services. He states the audited financials for the year ended September 30, 2021 were released in late June and the report from the auditor was a clean one.

Discussion.

Motion Mr. Frith, second Mr. Litchney to approve the financials as presented and the \$955 check to Mr. O'Connell's firm

Vote unanimous. Mr. Kennedy & Mr. Helwig call ins

Ms. Churchwell moves the meeting to New Business

The Players Championship Hospitality Purchase Agreement

Mr. McCabe presents to the Authority a proposal for 12 tickets for the days of the event along with 6 parking passes for “The Deck” at the Players. The cost of these tickets will be \$11,000. States these tickets are being held for the IDA since this venue is currently sold out.

Discussion on the event, tickets and the return on investment.

Mr. Maynard from the Chamber of Commerce states the tickets are a valuable tool for them and had one group who attended the last event on a few of these tickets purchase a commercial site in St. Johns County.

Discussion.

Mr. Litchney asks Mr. McCabe if the IDA could ask to purchase more tickets for this years event even though they are sold out? Maybe 18.

Mr. McCabe said the Players just responded and said the IDA could purchase 18 tickets for the week and 9 parking passes all for the “The Deck” at a cost of \$17,100. He states they will send an updated proposal in a few minutes.

Ms. Churchwell moves the meeting to the next new business item Brand Development Project Update as we wait on the updated contract from the Players.

Ms. Meeks presents an update on the progress. She states it is going slower than expected. The new tagline for the County was discussed.

Discussion.

PR/Communications for IDA Bond Issues

Ms. Churchwell states she would like a press release for the upcoming Vicar’s Landing bond issue closing expected in early September.

Discussion on the timing of the release, who would prepare and the potential content.

Discussion.

Ms. Churchwell moves the meeting to reports.

Members:

Mr. Litchney. No report.

Mr. Helwig. No report. But asks when is the election of officers to take place?

Discussion.

Mr. Kennedy. No report.

Ms. Churchwell. No report.

Mr. Frith. No report.

Ms. Churchwell brings the meeting back to the Players contract.

Mr. McCabe presents the agreement with the Players to provide 18 “The Deck” tickets and 9 parking passes for \$17,100.

Discussion.

Motion Mr. Litchney, Second Mr. Frith to approve the contract as presented with the Players.

Vote Unanimous. Mr. Kennedy & Mr. Helwig call ins.

Ms. Churchwell introduces David Kiernan a new addition at the County.

Mr. Kiernan introduces himself to the members and states he is working in the County’s Economic Development department.

Commissioner Whitehurst. No report.

Chamber. No report.

Ms. Churchwell states the next meeting will be September 12, 2022 at 3PM and asks for a motion to adjourn.

Motion Mr. Frith, Second Mr. Litchney to adjourn the meeting at 3:38PM

Vote unanimous. Mr. Kennedy and Mr. Helwig call ins.

IDA

SIGN IN SHEET

IDA BOARD MEMBERS

1	Melissa Churchwell
2	Geoff Litchney
3	Chet Frith
4	Viv Helwig (call in)
5	Kevin Kennedy (call in)
6	
7	

IDA MEETING

DATE: 8/8/22

VISITORS / GUESTS

Who do you represent?

1	Scott Maynard	SJC Chamber of Commerce
2	Tera Meeks	SJC Tourism
3	Commissioner Christian Whitehurst	BCC
4	Henry O'Connell	IDA CPA
5	Geoff Dobson	IDA Attorney
6	Mike McCabe	IDA Attorney
7	David Kiernan	SJC Economic Development
8	Jennifer Zuberer	SJC Economic Development
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