



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
February 5, 2024 - 1:30 p.m.

1. CALL TO ORDER

Gordon called the meeting to order at 1:34 p.m.

Present: Michael Gordon, Chair
Regina Phillips, Vice Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Irving Kass, District 2
Michael Wicks, District 4
Charles Cox, District 5
Troy Blevins, District 5

Absent: Michael Wicks, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Administrative Coordinator
Jalisa Ferguson, Assistant County Attorney
Saundra Hutto, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Kass led the Pledge of Allegiance.

3. ROLL CALL

Masters called the roll. Council members Gordon, Phillips, Arnold, Sikes-Kline, Samora, Kass, Cox, and Blevins were present, and Wicks was absent.

4. APPROVAL OF AGENDA

Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Wicks absent, to approve the Agenda, as submitted.

Yea: Gordon, Phillips, Arnold, Sikes-Kline, Samora, Kass, Cox, Blevins
Nay: None
Absent: Wicks

5. APPROVAL OF MINUTES

Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Wicks absent, to approve the minutes for the December 11, 2023, meeting, as submitted.

Yea: Gordon, Phillips, Arnold, Sikes-Kline, Samora, Kass, Cox, Blevins
Nay: None
Absent: Wicks

6. PUBLIC COMMENT

There was none.

7. SELECTION OF NEW CHAIR AND VICE CHAIR

Meeks reviewed the procedures and process for selection of the chair and vice chair. Gordon called for chair and vice chair nominations.

Motion by Blevins, seconded by Arnold, carried 8/0, via roll call vote, with Wicks absent, nominating Regina G. Phillips as Chair.

Yea: Arnold, Blevins, Cox, Gordon, Kass, Phillips, Samora, Sikes-Kline
Nay: None
Absent: Wicks

Motion by Blevins, seconded by Arnold, carried 8/0, via roll call vote, with Wicks absent, nominating Irving Kass as Vice Chair.

Yea: Arnold, Blevins, Cox, Gordon, Kass, Phillips, Samora, Sikes-Kline
Nay: None
Absent: Wicks

8. SPORTS TOURISM GRANT APPROVALS

- American Junior Golf Association Junior Players Championship - August 29-September 1, 2024, Recommended - \$10,000
- Ancient City Game Fish Association: Redfish Bash - April 12-13, 2024, and Kingfish Tournament - June 27-29, 2024, Recommended - \$25,000
- Jacksonville Football Club - Soccer Events: Battle at the Beach - April 26-28, 2024, and Labor Day Shootout - August 30-September 1, 2024, Recommended - \$ 15,000
- Florida Elite Soccer Academy Pre-Season Youth Soccer Series Tournaments - August 17-18, 2024, and August 24-25, 2024, Recommended - \$15,000

- Lion's Den Karate, LLC, Ancient City Championship Martial Arts Tournament - August 30-31, 2024, Recommended - \$13,432
- Ancient City Road Runners Matanzas 5000 Run - January 20, 2024, Recommended - \$15,000
- National Wrestling Coaches Association 2024 NWCA Convention - July 23-28, 2024, Recommended - \$10,000
- Northeast Florida Kingfish Championship, Inc.: Old School Kingfish Shootout - June 7-9, 2024, Recommended - \$20,000
- New Horizon Entertainment, LLC: River City Wrestling Con - June 8-9, 2024, Recommended - \$12,500
- First Coast Sailing Association, Inc., 2024 St. Augustine Race Week - April 6-13, 2024, Recommended - \$10,000
- Perfect Game, Inc., Youth Baseball Events: North Florida Kick-off Classic - March 8-10, 2024; Bold City Super Regional NIT - April 12-14, 2024; Battle at the Beach - May 25-27, 2024; and Sunshine State Championships - June 7-9, 2024, Recommended for all four events - \$40,000

Meeks presented the details of the proposed sports tourism grants. Discussion ensued on the Fiscal Year (FY) 2024 grants budget, future events, renaming of the Jacksonville Football Club to reflect St. Johns County, tracking spectators for the National Wrestling Coaches Association Event, and the previous year's funding recommendation for the Old School Kingfish Shootout. Arnold then requested to increase the Old school Kingfish Shootout funding recommendation to \$30,000 based on the previous year's funding, with Sikes-Kline supporting the idea. Additionally, Teddy Meyer, St. Johns County Parks and Recreation Facilities Manager, provided further information on the FY 2024 budget, the Jacksonville Football Club changing the organization name, and spectator tracking for the wrestling event.

Motion by Sikes-Kline, seconded by Samora, carried 8/0, via roll call vote, with Wicks absent, to recommend the Board of County Commissioners, to approve the Fiscal Year 2024 sports marketing budget funding requests, and to increase the recommended funding request for the Northeast Florida Kingfish Championship, Inc., Old School Kingfish Shootout from \$20,000 to \$30,000.

Yea: Arnold, Blevins, Cox, Gordon, Kass, Phillips, Samora, Sikes-Kline

Nay: None

Absent: Wicks

9. FISCAL YEAR 2025 ARTS, CULTURE AND HERITAGE GRANT GUIDELINES RECOMMENDATION

Meeks presented the details of the Arts, Culture and Heritage (ACH) Grant guidelines for Fiscal Year 2025. Discussion ensued on the total funding amount, compliance criteria, processes for failing to meet criteria, application and approval procedures, mandatory deductions for events during peak periods, and geographically analyzing peak periods within the County. Christina Parrish Stone, Executive Director of the St. Johns County Cultural Council (SJCC), provided additional information on mandatory deductions during peak periods, compliance, and the program and marketing support for programs or events.

Motion by Sikes-Kline, seconded by Gordon, carried 8/0, with Wicks absent, to recommend the Board of County Commissioners, to approve the Fiscal Year 2025 Arts, Culture and Heritage Grant guidelines, to include the changes, as presented.

Yea: Arnold, Blevins, Cox, Gordon, Kass, Phillips, Samora, Sikes-Kline

Nay: None

Absent: Wicks

10. UPDATE FROM TOURISM MARKETING REQUEST FOR PROPOSAL (RFP) WORKING GROUP INCLUDING DRAFT RFP SCOPE

Meeks presented updates on the Tourism Marketing RFP Working Group. Discussion ensued on the digital review evaluation criteria, annual advertising funding, ~~and~~ the existing St. Johns County tourism partners, the point scoring system, and on the draft scope. Meeks requested *Council consensus to move forward with the proposed draft scope. Consensus was given.* There was further discussion on using the Visit Florida RFP for suggestions and guidelines, the evaluation criteria process, as well as the support that's been provided to create the draft RFP Scope. Additionally, Todd Hickey, General Manager of the Sawgrass Marriott, provided further information on the working group meeting, feedback from the Council, and requested *that one member from the working group be the designated speaker. Request was approved.*

11. POLICY FOR RESERVE FUNDING ALLOCATION

Meeks presented the details of the reserve funding allocation, prompting discussions on modeling the County's Capital Improvement Project (CIP) Program, managing reserves across categories, proposing extra reserve fund utilization, reserve fund maintenance guidelines, equitable splitting of reserves, and the annual budget plan process.

Meeks then provided further information on the different reserve categories and their operations. Discussion ensued on a summer marketing plan, historical reallocating, having staff recommendations before voting on fund usage, and establishing clear policies for fund request processes.

The Council members expressed their positions on establishing a reserve policy and voiced their concerns. Meeks suggested that an item be brought back for discussion or provide additional information for the next steps. Discussion ensued on the allocation and utilization of reserve funds and bringing an agenda item back for discussion regarding the budget and reserve funding.

12. UPDATE ON ST. JOHNS COUNTY'S PROPOSAL FOR CONSIDERATION AS THE LOCATION FOR THE FLORIDA BLACK HISTORY MUSEUM

Meeks provided an update on the proposed location for the Florida Black History Museum proposal. Discussion ensued on the support of the museum, with additional comments from Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), expressing her support. Dr. Leslee Keys, Keys and Associates, provided background information on the area and spoke in support of the location.

Blevins announced a public meeting on February 8, 2024, at the beach library regarding the relocation of the Martin Luther King house.

13. MONTHLY REPORTS PROVIDED IN PACKETS

Meeks stated that the monthly reports were provided in the agenda packet.

14. MEMBER COMMENTS

Samora announced that the current meeting would be his last and Dylan Rumrell, Mayor of St. Augustine Beach, would be replacing him.

Phillips announced that the Lincolnville Museum and Cultural Center was nominated for the National Small-Town Museum of the Year in the United States of America Today poll. She encouraged everyone to vote and mentioned a local partnership with the Target Foundation in March, where a percentage of proceeds would be donated to the Lincolnville Museum and the establishment of a trolley stop in the Lincolnville Historic District.

15. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for March 18, 2024.

16. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 4:22 p.m.

Approved _____, 2024

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Regina G. Phillips, Chair

ATTEST: BRANDON J. PATTY,
CLERK OF THE CIRCUIT COURT & COMPTROLLER

By: _____
Deputy Clerk