



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
March 18, 2024 - 1:30 p.m.

1. CALL TO ORDER

Phillips called the meeting to order at 1:33 p.m.

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

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

2. PLEDGE OF ALLEGIANCE

Phillips led the Pledge of Allegiance.

3. ROLL CALL

Masters called the roll. Council members Godon, Phillips, Arnold, Sikes-Kline, Rumrell, Kass, Wicks, Cox, and Blevins were present.

4. APPROVAL OF AGENDA

Meeks stated that the applicant had requested that Regular Agenda Item 8 be pulled from the agenda and continued to a future Tourist Development Council meeting.

Motion by Sikes-Kline, seconded by Rumrell, carried 9/0, to approve the Agenda, as amended.

Yea: Sikes-Kline, Rumrell, Phillips, Kass, Gordon, Arnold, Wicks, Cox, Blevins.
Nay: None

5. APPROVAL OF MINUTES

Motion by Rumrell, seconded by Arnold, carried 9/0, to approve the minutes for the February 5, 2024, meeting, as submitted.

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

6. PUBLIC COMMENT

Albert Syeles (Exhibit A) provided public comment.

7. TAX COLLECTOR'S PRESENTATION ON THE COLLECTION OF TOURIST DEVELOPMENT TAX

Jennifer Raven, Assistant Tax Collector, presented the details of the request.

Discussion ensued on managing the bed tax, the short-term vacation rental bill, municipality restrictions, and an increase in solid waste collection. Sikes-Kline provided clarification on the short-term vacation rental bill, which had been passed by the house and the senate and awaiting final approval and signature from the governor. Rumrell stated that the City of St. Augustine Beach had an ordinance in place and wouldn't be affected by Senate Bill 20.

8. CITY OF ST AUGUSTINE BEACH FUNDING REQUEST

Regular Agenda Item 8 was pulled.

9. RECOMMENDATION FROM TOURISM MARKETING REQUEST FOR PROPOSAL (RFP) WORKING GROUP INCLUDING DRAFT RFP SCOPE

Meeks presented the details of the RFP working group. She introduced Philip McDaniel and Gabe Pellicer, RFP working group, who provided additional information on the RFP scope recommendation.

Public Comment: There was none.

Discussion ensued on the composition of the ranking committee, project overview concerns, request to increase funding, and the functionality of a digital marketing panel.

Additionally, Jesse Dunn, Director of Office Management and Budget, provided details on the budget categories and the requested budget process.

Council members expressed their positions on the request. Discussion ensued on setting funding limits, evaluating funding options, and if consensus was required on moving the RFP scope

forward, with exceptions noted. McDaniel and Pellicier discussed offering scorecards for success evaluation and formalizing spending recommendations.

Motion by Cox, seconded by Arnold, carried 9/0, to accept the RFP scope with the understanding that the presentation level goes to clean slate scoring, the ranking committee for the RFP is the same as the RFP committee, and to include the dollar amount between \$4 and \$4.5 million.

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

10. POLICY FOR CONSIDERATION OF TOURIST DEVELOPMENT TAX (TDT) FUNDING REQUESTS AND TDT RESERVE FUNDING

Meeks presented the details of the funding request and welcomed Mayor Dylan Rumrell to the Tourist Development Council Board. Discussion ensued on Expedia and booking with third-party platforms, surplus management procedures, surplus dollars, and the Capital Improvement Project (CIP) process for potential projects.

Christina Parrish Stone, St. Johns Cultural Council Executive Director, spoke about the grant programs and the need to support organizations outside the normal process. She also proposed establishing a formal process for categories, for example construction and maintenance, and offered a solution for sculpture projects. In addition, Cox suggested withdrawing the excess funds from Category 4 and reallocating them evenly among the other categories, and then to bring forth a presentation from each category outlining how they might utilize excess reserves. Meeks stated that necessary corrections would be made, and the revised proposal would be brought back for approval. Discussion ensued on structuring the Council's approach to incoming requests, new programs, spending down reserve funds, and projects in other counties.

*Meeks requested Council consensus on forming a committee, which would include the Tourist Development Council Department; Christina Parrish Stone, SJC Cultural Council; Susan Phillips, St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau; Parks and Recreation; Office of Management and Budget; and Michael Wicks. **Consensus was given.*** Discussion ensued on the timeline for the committee to provide information. Meeks suggested two meeting date options, with May 20, 2024, allowing the working group sufficient time to provide recommendations to the Council.

Public Comment: There was none.

Motion by Rumrell, seconded by Blevins, carried 9/0, to receive preliminary policy direction by the April 15, 2024, meeting, with a vote at the May 20, 2024, Tourist Development Council meeting.

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

11. MONTHLY REPORTS PROVIDED IN PACKETS

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

12. MEMBER COMMENTS

Cox requested that the agenda reflect the page number where the agenda item started.

Arnold welcomed Mayor Dylan Rumrell to the Tourist Development Council.

Blevins requested that the TDC explore assisting the City of St. Augustine with two needs related to bathrooms and street lighting, due to the strain caused by tourism.

Wicks suggested collaborating with the City of St. Augustine and the City of St. Augustine Beach to fund a comprehensive study. Meeks responded by suggesting inclusion in the Fiscal Year 2025 budget process for the Council's consideration.

13. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for April 15, 2024.

14. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 4:03 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