



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
July 17, 2023 - 1:30 pm

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**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  
Don Samora, Mayor, City of St. Augustine Beach Representative  
Irving Kass, District 2  
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  
Artricia K. Allen, Deputy Clerk

**PLEDGE OF ALLEGIANCE**

Gordon led the Pledge of Allegiance.

**ROLL CALL**

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

**APPROVAL OF AGENDA**

**Motion by Kass, seconded by Samora, carried 7/0, with Wicks absent, to approve the Agenda, as submitted.**

## **PUBLIC COMMENT**

There was none.

## **ENHANCED SUMMER 2023 MARKETING DISCUSSION**

Kass introduced the item. Susan Phillips, SJC Visitors and Convention Bureau (VCB), presented the details of the discussion, via PowerPoint. Discussion ensued on the Sing Out Loud event, the brand and Sing Out Loud marketing efforts, and how to stimulate business.

**Motion by Blevins, seconded by R. Phillips, carried 8/0, to recommend the Board of County Commissioners to accept the recommendation from the Tourist Development Council to allocate \$399,485 of Category 1 Reserve (1144–59920) funds to Contractual Services (1144–53120) to be expended by the Visitors and Convention Bureau for enhanced promotion of the overall destination and Sing Out Loud event in August and September, to include reconsidering the Sing Out Loud line item budget amounts.**

## **RECOMMENDED BUDGET**

Meeks presented the details of the recommended budget, via PowerPoint. Discussion ensued on the proposed budget, Tourist Development Tax Revenues, and the allocated categories.

Public Comment: There was none.

**Motion by Blevins, seconded by Sikes-Kline, carried 8/0, to approve the proposed budget, as submitted.**

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

**Nay: None**

## **MONTHLY REPORTS PROVIDED IN PACKETS**

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

## **MEMBER COMMENTS**

Phillips reported on an article in the *Jacksonville Business Journal*: “Telling the Whole Story of St. Augustine” (Exhibit A).

## **NEXT MEETING DATE – AUGUST 21, 2023**

Meeks stated that the next meeting was scheduled for August 21, 2023.

## **ADJOURN**

With there being no further business to come before the Council, the meeting adjourned at 2:40 p.m.

Approved \_\_\_\_\_, 2023

TOURIST DEVELOPMENT COUNCIL  
OF ST. JOHNS COUNTY, FLORIDA

By: \_\_\_\_\_  
Michael Gordon, Chair

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

By: \_\_\_\_\_  
Deputy Clerk