

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
AUGUST 15, 2022
1:30 P.M.**

Proceedings of a regular meeting of the Tourist Development Council of St. Johns County, Florida, held in the auditorium at the County Administration Building, 500 San Sebastian View, St. Augustine, Florida.

Present: Joe Finnegan, Chair
Paul Waldron, BCC Representative
Nancy Sikes-Kline, Vice Mayor, City of St. Augustine Representative
Don Samora, Vice Mayor, City of St. Augustine Beach Representative
Regina Phillips, District 2
Kathy Fleming, District 5
Troy Blevins, District 5
Artricia K. Allen, Deputy Clerk

Also present: Tera Meeks, Tourism and Cultural Development Director; Dena Masters, Tourist Development Council Administrative Coordinator; and Jalisa Ferguson, Assistant County Attorney

Absent: Michael Gordon, Vice Chair and Michael Wicks, District 4

(08/15/22 - 1 - 1:35 p.m.)

1. CALL TO ORDER

Finnegan called the meeting to order.

(08/15/22 - 1 - 1:35 p.m.)

2. PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

(08/15/22 - 1 - 1:35 p.m.)

3. ROLL CALL

Masters called the roll. Council members Blevins, Finnegan, Fleming, Phillips, Samora, Sikes-Kline, and Waldron, were present, with Gordon and Wicks absent.

(08/15/22 - 2 - 1:36p.m.)

4. APPROVAL OF AGENDA

Motion by Waldron, seconded by Fleming, carried 7/0, with Gordon and Wicks absent, to approve the Agenda, as submitted.

(08/15/22 - 2 - 1:36 p.m.)

5. APPROVAL OF MINUTES

Motion by Waldron, seconded by Samora, carried 7/0, with Gordon and Wicks absent, to approve the minutes for the June 20, 2022, meeting, as submitted.

(08/15/22 - 2 - 1:37 p.m.)

6. PUBLIC COMMENT

There was none.

(08/15/22 - 2 - 1:38 p.m.)

7. ARTS, CULTURE AND HERITAGE (ACH) GRANT RECOMMENDATIONS

Christina Parrish Stone, Director, St. Johns Cultural Council, presented the details of the recommendations, via PowerPoint.

(1:40 p.m.) Discussion ensued on Arts, Culture and Heritage organizations, approved events and programs, and available grants.

(1:46 p.m.) Fleming questioned Ferguson on the need to recuse if they had organizations on the grant list.

(1:48 p.m.) **Motion by Sikes-Kline, seconded by Blevins, carried 5/0, with Fleming and Philips recused, and with Gordon and Wicks absent, to recommend the Board of County Commissioners to approve the ACH Grant Recommendations.**

(08/15/22 - 2 - 1:48 p.m.)

8. CONTRACTED TOURISM PROMOTION SERVICES DRAFT SCOPE REVIEW

- **SJC Tourism Bureau Services (St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB) Core Services) Draft Scope**
- **SJC Arts, Culture and Heritage Development and Management (Cultural Council Core Functions) Draft Scope**
- **SJC Destination Marketing Services Draft Scope**

Tera Meeks, Director, Tourism and Cultural Development, reviewed the draft scopes, via PowerPoint.

(1:57 p.m.) Discussion ensued on establishing a working group, the five-year comprehensive Growth and Development Plan, the draft scopes, the evaluation process, RFP parameters, social media marketing, and the Sunshine Law requirements.

(2:40 p.m.) Sike-Kline requested that staff present a flow chart of the RFP process at the next meeting.

(2:53 p.m.) Waldron questioned Ferguson on whether a company applying for RFP could comment on the scope of the work. Meeks also provided additional comments regarding public comment from potential applicants.

(2:54 p.m.) David Reese, President, Florida First Coast of Golf, 4300 Marsh Landing Boulevard Unit 102, Jacksonville, Florida, commented on a similar process by Duval County.

(2:56 p.m.) Jennifer Jenkins, Hyatt Place, 117 Vilano Road, read a letter from Michael Cunningham, Elite Hospitality LLC, *Exhibit A*, and spoke in opposition of changing the St. Johns County Destination Marketing Services Draft Scope due to 1.) the proven success of the VCB; 2.) asking Duval County how splitting these services worked for them; and 3.) VCB was a non-profit/non-political organization that reported to many stakeholders that held Goldman accountable, which could not be done with the County.

(08/15/22 - 3 - 3:00 p.m.)

9. MONTHLY REPORTS PROVIDED IN PACKETS

Richard Goldman, President and CEO of the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau, provided comments regarding the June vacation rental and year to date performance statistics. He stated that the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau would close the year significantly ahead. Waldron asked whether Goldman had noticed a decrease in the average daily rate.

(08/15/22 - 3 - 3:04 p.m.)

10. MEMBER COMMENTS

Sikes-Kline stated that she would meet with Parish-Stone to discuss multi-day events. Waldron suggested hosting a music festival at the fairgrounds, with additional comments provided by Blevins. Parrish-Stone provided additional comments on hosting multi-day festivals at the fairgrounds.

(3:07 p.m.) Blevins and Finnegan provided hotel data.

(08/15/22 - 4 - 3:09 p.m.)

11. NEXT MEETING DATE

The next meeting was scheduled for October 17, 2022.

(08/15/22 - 4 - 3:09 p.m.)

12. ADJOURN

(03:09 p.m.) Motion by Blevins, seconded by Waldron, carried 7/0, with Gordon and Wicks absent, to adjourn the meeting.

With there being no further business to come before the Council, Finnegan adjourned the meeting at 3:09 p.m.

Approved _____, 2022

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Joe Finnegan, Chair

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

By: _____
Deputy Clerk