



**Minutes of Meeting  
Tourist Development Council  
St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
June 19, 2023 – 1:30 p.m.

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**CALL TO ORDER**

Michael Gordon, Chairman, called the meeting to order at 1:31 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  
Michael Wicks, District 4  
Troy Blevins, District 5

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

**PLEDGE OF ALLEGIANCE**

Irving Kass led the Pledge of Allegiance.

**ROLL CALL**

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

**APPROVAL OF AGENDA**

Kass requested that the Council consider the addition of the following items: following discussion items be added to the agenda: 1) Fiscal Years 2023 and 2024 revenues; 2) the Fiscal Year 2024 marketing plan, with the request for proposals (RFP) on adding a third agency, and 3) the Sing Out Loud Festival. Discussion ensued on the three items being added to the agenda.

**Motion by Kass, seconded by Blevins, carried 8/0, to add the three discussion items to the agenda.**

**Motion by Sikes-Kline, seconded by Kass, carried 8/0, to approve the Agenda, as amended.**

### **APPROVAL OF MINUTES**

**Motion by Blevins, seconded by Arnold, carried 8/0, to approve the minutes of the March 20, 2023, meeting, as submitted.**

### **PUBLIC COMMENT**

There was none.

### **TDC BOARD MEMBER RECOMMENDATIONS**

Meeks recommended that the TDC request that the BCC appointment a new member to fill the vacant seat on the Council. Discussion ensued on tabling the request and advertising the vacancy.

**Motion by Sikes-Kline, seconded by Arnold, carried 8/0, to continue the item until the August Tourist Development Council meeting.**

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

### **RECONSIDER A REQUEST TO INCREASE FUNDING FOR THE OLD SCHOOL KINGFISH SHOOTOUT TOURNAMENT JUNE 9-11, 2023**

Meeks presented the details of the request, via PowerPoint; and Arnold provided information on why the item was being reheard.

Laura Dozier, Vice President at Northeast Florida Wahoo Shootout and Old School Kingfish Shootout, provided details, including statistics from the tournament. Discussion ensued on the increased funding request.

**Motion by Arnold, seconded by Gordon, carried 8/0, to recommend the Board of County Commissioners to reconsider and approve an increase in funding for the Old School Kingfish Shootout from \$20,000 to \$30,000.**

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

### **SPORTS TOURISM GRANT APPROVALS**

- The Great Race Vintage Car Rally, June 21-25, 2023, Recommended - \$20,000
- Ancient City Game Fish Association Redfish Bass/Kingfish Tournament, July 14-15, 2023, Recommended - \$25,000
- American Junior The Player's Championship Sawgrass, August 31-September 3, 2023, Recommended - \$10,000
- Florida Elite Soccer Series Tournament, August 19-26, 2023, Recommended - \$10,000

- Lion's Den Karate, August 25-26, 2023, Recommended - \$9,500

Meeks provided details on the recommended grants and explained the grant approval process.

Teddy Meyer, St. Johns County Parks and Recreation Facilities Manager, spoke on updating the grant process, scheduling events in a timely manner, the definition of a sporting event, and the details of, and funding for, The Great Race.

Blevins requested that the Council vote on The Great Race separately; discussion ensued on the reasoning for voting on the grant separately.

**Motion by Blevins, seconded by Kass, carried 8/0, to vote on The Great Race separately from the other grant requests.**

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

**Nay: None**

**Motion by Wicks, seconded by Sikes-Kline, carried 8/0, to recommend that the Board of County Commissioners to approve the funding request from The Great Race Vintage Car Rally for \$20,000.**

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

**Nay: None**

**Motion by Blevins, seconded by Samora, carried 8/0, to recommend that the Board of County Commissioners to approve the funding requests from Ancient City Game Fish Association Redfish Bass/Kingfish Tournament for \$25,000; the American Junior The Player's Championship Sawgrass for \$10,000; the Florida Elite Soccer Series Tournament for \$10,000; and the Lion's Den Karate for \$9,500.**

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

**Nay: None**

## **REVENUE**

Meeks provided details of the projected revenue for Fiscal Year 2024 and stated that it was approximately \$24 million. Discussion ensued on group business, transient travelers, the collection of Airbnb revenue, marketing, reserves, and lowering revenue projections.

## **CONTRACTS**

Meeks provided a summary on the County's Tourism Promotional Contracts, the unified marketing agency contract, and the RFP process. Discussion ensued on consolidating to a single marketing agency contract, with additional comments provided by Jaime Locklear, Assistant Director Purchasing and Contracts, on the RFP process.

## **SING OUT LOUD FESTIVAL**

Meeks provided a brief history of the Sing Out Loud program and explained the details of, and funding for, the 2024 event. Discussion ensued on turning Sing Out Loud into an economic opportunity and adding a musical note to the County's branding initiative.

## **CULTURAL COUNCIL FISCAL YEAR 2024 PROMOTION PLAN PRESENTATION**

Meeks introduced the item. Christina Parrish Stone, Executive Director of the St. Johns Cultural Council (SJCC), provided the details of the Fiscal Year 2024 Promotion Plan, via PowerPoint. Discussion ensued on product development, the St. Augustine Beach Hotel, Hastings Main Street, the one-percent art fund, and the literary tour, with respect to the Zora Neale Hurston's house.

## **VISITORS AND CONVENTION BUREAU FISCAL YEAR 2024 PROMOTION PLAN PRESENTATION**

Susan Phillips, St. Johns County Visitors and Convention Bureau, provided the details of the Fiscal Year 2024 promotion plan, via PowerPoint. Discussion ensued on staffing.

## **MONTHLY REPORTS PROVIDED IN PACKETS**

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

## **MEMBER COMMENTS**

Phillips requested that the County recognize Juneteenth as a national holiday and spoke about marketing diversity.

## **NEXT MEETING DATE**

Gordon stated that the next meeting date was scheduled for July 17, 2023.

## **ADJOURN**

With there being no further business to come before the Council, the meeting adjourned at 4:59 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