

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
JUNE 20, 2022
1:30 P.M.**

Proceedings of a regular meeting of the Tourist Development Council (TDC) 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
Danny Berenberg, District 4
Kathy Fleming, District 5
Saundra Hutto, Deputy Clerk

Also present: Tera Meeks, Tourism and Cultural Development Director; Dena Masters, TDC Administrative Coordinator; Jalisa Ferguson, Assistant County Attorney, and Sindy Wiseman, Deputy Clerk

Absent: Michael Gordon, Vice Chair; Michael Wicks, District 4; Troy Blevins, District 5; and Don Samora, Vice Mayor, City of St. Augustine Beach Representative

(06/20/22 - 1 - 1:34 p.m.)

1. CALL TO ORDER

Finnegan called the meeting to order.

(06/20/22 - 1 - 1:34 p.m.)

2. PLEDGE OF ALLEGIANCE

Berenberg led the Pledge of Allegiance.

(06/20/22 - 1 - 1:35 p.m.)

3. ROLL CALL

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

(06/20/22 - 2 - 1:35 p.m.)

4. APPROVAL OF AGENDA

Motion by Waldron, seconded by Berenberg, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to approve the Agenda, as submitted.

(06/20/22 - 2 - 1:36 p.m.)

5. APPROVAL OF MINUTES

Berenberg asked to have the spelling of his name corrected on the last page under adjourn.

(1:37 p.m.) Motion by Waldron, seconded by Sikes-Kline, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to approve the minutes for the May 16, 2022, meeting, as amended.

(06/20/22 - 2 - 1:37 p.m.)

6. PUBLIC COMMENT

There was none.

(06/20/22 - 2 - 1:38 p.m.)

7. TOURIST DEVELOPMENT COUNCIL BOARD MEMBER
RECOMMENDATIONS

Meeks presented the details of the vacancy and discussed the recommendation process.

(1:40 p.m.) Jan Chesterton, 65 Anastasia Lakes Drive, provided an overview of her qualifications and background.

(1:44 p.m.) Finnegan asked Chesterton whether the association she ran represented restaurants.

(1:44 p.m.) Berenberg asked if Chesterton could explain her connections with Tallahassee regarding the restaurant and lodging association, and about the treatment of the industry.

(1:46 p.m.) Fleming questioned Chesterton thoughts on the future of tourism in St. Johns County.

(1:48 p.m.) Irving Kass, 887 Garrison Drive, provided an overview of his qualifications and background.

(1:57 p.m.) Fleming questioned Kass on his thoughts regarding the future of tourism in St. Johns County.

(1:59 p.m.) Berenberg asked Kass to explain his appointment to the Amphitheater and Concert Hall Advisory Committee; and to express his thoughts on the proposed tourism marketing work group.

(2:03 p.m.) Regina Gayle Phillips, 259 Pintoresco Drive, provided an overview of her qualifications and background.

(2:11 p.m.) Fleming questioned Phillips' thoughts on the future of tourism.

(2:13 p.m.) Berenberg questioned Phillips on African American marketing for St. Johns County.

(2:21 p.m.) Berenberg nominated Gayle Phillips for the vacancy with Fleming seconding.

(2:21 p.m.) Waldron nominated Irving Kass for the vacancy with Finnegan seconding.

(2:22 p.m.) Council members expressed their support for the nominees.

(2:35 p.m.) Bob Oneal, 3614 South Cattail Drive, Jacksonville, Florida, spoke in support of Irving Kass for the open vacancy position.

(2:37 p.m.) Floyd Phillips, 259 Pintoresco Drive, spoke in support of Gayle Phillips for the open vacancy position.

(2:40 p.m.) Diane Mataraza, 125 Woodcutters Trail, spoke in support of Gayle Phillips for the open vacancy position.

(2:43 p.m.) Meeks discussed the voting process and a roll-call-vote was requested.

(2:43 p.m.) Motion by Berenberg, seconded by Fleming, carried 3/2, with Waldron and Finnegan dissenting, with Gordon, Wicks, Blevins and Samora absent, to recommend the Board of county Commissioners to approve Regina Gayle Phillips for the vacant Tourist Development Council seat.

(06/20/22 - 3 - 2:46 p.m.)

8. CULTURAL COUNCIL FISCAL YEAR (FY) 23 PROMOTION PLAN PRESENTATION

Christina Parrish Stone, Executive Director, of the St. Johns Cultural Council, presented the details of the marketing plan, via PowerPoint. She requested an increase to the ACH Grants line item.

(3:05 p.m.) Discussion ensued on marketing events in the north and west areas of the County; the status on recognizing the civil rights sites in Lincolnville; and on commemoration the St. Augustine Beach wade-ins.

(3:13 p.m.) Motion by Berenberg, seconded by Sikes-Kline, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to recommend the Board of County Commissioners to approve the FY23 Cultural Council promotion plan.

(06/20/22 - 4 - 3:14 p.m.)

9. VISITORS AND CONVENTION BUREAU (VCB) FISCAL YEAR (FY) 23
PROMOTION PLAN PRESENTATION

Richard Goldman, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau, presented the details of the marketing plan, via PowerPoint.

(3:38 p.m.) David Crane, 318 Camp Street, New Orleans, LA, Vice President, Director of Account Management with Petermayer Integrated Marketing Agency, introduced Petermayer, via video, and spoke about the VCB's past and future brand messaging that included a current travel intranationally campaign, via PowerPoint, video, and radio advertisements.

(3:55 p.m.) Jordy Luft, 318 Camp Street, New Orleans, LA, Media Director for Petermayer Integrated Marketing Agency, presented the details of the FY23 Media Plan, via PowerPoint.

(4:08 p.m.) Goldman continued presenting details of the marketing plan, via PowerPoint.

(4:28 p.m.) Berenberg questioned Goldman on how to obtain \$82 million dollar budget. Goldman responded.

(4:29 p.m.) Discussion ensued on the marketing budget and on the Florida State Parks Foundation's Fort Mose Historic State Park reconstruction project.

(4:33 p.m.) Motion by Sikes-Kline, seconded by Waldron, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to recommend the Board of County Commissioners to approve the FY 23 VCB Promotion Plan as presented.

(06/20/22 - 5 - 4:33 p.m.)

10. FISCAL YEAR 23 BUDGET

Meeks presented the details of the budget, via PowerPoint.

(4:38 p.m.) Berenberg questioned the Category 3-Leisure and Recreation and the Artificial Reef Program, and discussion ensued on the reef program and on the Category 5 line items.

(4:47 p.m.) Sikes-Kline spoke about increasing the Category 2 - Arts, Culture and Heritage (ACH), ACH Grants line item to \$500,000. Discussion ensued on the transfer request.

(4:52 p.m.) Motion by Sikes-Kline, seconded by Berenberg, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to recommend the Board of County Commissioners to approve a \$50,000 transfer of funds to the Category 2 - Arts, Cultural and Heritage, ACH Grants line item, from whichever line item is necessary.

(4:53 p.m.) Motion by Berenberg, seconded by Fleming, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to recommend the Board of County Commissioners to approve the FY 23 budget, as presented.

(06/20/22 - 5 - 4:54 p.m.)

11. MONTHLY REPORTS PROVIDED IN PACKETS

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

(06/20/22 - 5 - 4:54 p.m.)

12. MEMBER COMMENTS

Berenberg expressed his sentiments on serving on the Tourist Development Council.

(06/20/22 - 5 - 4:55 p.m.)

13. NEXT MEETING DATE

The next meeting was scheduled for August 15, 2022.

(06/20/22 - 6 - 4:55 p.m.)

14. ADJOURN

(4:55 p.m.) **Motion by Berenberg, seconded by Fleming, carried 5/0, with Gordon, Wicks, Blevins and Samora absent, to adjourn the meeting.**

With there being no further business to come before the Council, Finnegan adjourned the meeting at 4:55 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