



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
March 20, 2023 – 1:30 p.m.

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**CALL TO ORDER**

Michael Gordon, Chairman, called the meeting to order at 1:51p.m.

Present: Michael Gordon, Chair  
Regina Phillips, Vice Chair  
Sarah Arnold, BCC Representative  
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative  
Irving Kass, District 2  
Troy Blevins, District 5

Absent: Joe Finnegan, District 5  
Don Samora, Mayor, City of St. Augustine Beach Representative  
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  
Saundra Hutto, Deputy Clerk

**PLEDGE OF ALLEGIANCE**

Kass led the Pledge of Allegiance.

**ROLL CALL**

Masters called the roll. Council members Gordon, Phillips, Sikes-Kline, Blevins, and Kass were present. Board of County Commissioners Representative, Sarah Arnold participated remotely. Council members Finnegan, Samora, and Wicks were absent.

**APPROVAL OF AGENDA**

**Motion by Sikes Kline, seconded by Blevins, carried 6/0, to approve the Agenda, as submitted.**

## **APPROVAL OF MINUTES**

**Motion by Kass, seconded by Sikes-Kline, carried 6/0, to approve the minutes for the January 30, 2023, meeting, as submitted.**

## **PUBLIC COMMENT**

There was none.

## **WELCOME NEW TOURIST DEVELOPMENT COUNCIL BOARD MEMBER, IRVING KASS**

Gordon welcomed Irving Kass.

## **SPORTS TOURISM GRANT APPROVALS**

- Florida Invitational Rugby Showcase, May 20-21, 2023, Recommended - \$15,000
- Old School Kingfish Shootout, June 9-11, 2023, Recommended - \$20,000
- Perfect Game, four events
  - North Florida Kick-off Classic, March 3-5, 2023, Recommended - \$7,500
  - North Florida Super Regional National Invitation Tournament (NIT), April 14-16, 2023, Recommended - \$10,000
  - Battle at the Beach, May 27-29, 2023, Recommended - \$10,000
  - Sunshine State Championships, June 9-11, 2023, Recommended - \$10,000

Meeks presented the details of the grant funding requests, via PowerPoint. Blevins questioned the Florida Invitational Rugby Showcase regarding which fields would be used. Meeks responded that they would be using the Davis fields. Discussion ensued on the rugby event regarding the field use, with additional comments from Teddy Meyer, St. Johns County Parks and Recreation Facilities Manager.

**Motion by Sikes-Kline, seconded by Kass, carried 5/1, via roll call vote, with Blevins dissenting, to recommend the Board of County Commissioners to approve the Florida Invitational Rugby Showcase funding request for \$15,000.**

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

**Motion by Arnold, seconded by Sikes-Kline, carried 6/0, via roll call vote, to recommend the Board of County Commissioners to approve the Old School Kingfish Shootout funding request for \$20,000.**

**Yea: Arnold, Sike-Kline, Kass, Phillips, Gordon, Blevins**  
**Nay: None**

**Motion by Sikes-Kline, seconded by Blevins, carried 6/0, via roll call vote, to recommend the Board of County Commissioners to approve the Perfect Game: North Florida Kick-off**

**Classic funding request for \$7,500; the North Florida Super Regional NIT funding request for \$10,000; Battle at the Beach funding request for \$10,000; and the Sunshine State Champions funding request for \$10,000.**

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

### **MONTHLY REPORTS PROVIDED IN PACKETS**

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), provided updates and details on the monthly VCB report, via PowerPoint. Parrish Stone spoke about the new cover of the *Southern Living* magazine (Exhibit A). They both spoke about the Tourism Advisory Workshops that were held on February 21, 2023, and February 23, 2023. Discussion ensued on the Tourism Advisory Workshops resident feedback. Additionally, S. Phillips played videos regarding St. Augustine's Black History Month and St. Augustine being voted as one of the south's best small towns (Exhibit B).

### **MEMBER COMMENTS**

Kass expressed his appreciation to be back on the Council.

Phillips recognized a documentary from two students at Landrum Middle School regarding saving Black History in St. Augustine.

Blevins questioned Parrish Stone if they received Freedom on your Mind clips. Parrish Stone responded and invited the council out to an event held at St. Augustine Beach Hotel on April 26, 2023, at 5:30 p.m., regarding the history of St. Augustine Beach.

### **NEXT MEETING DATE**

Gordon stated that the next meeting was scheduled for June 19, 2023.

### **ADJOURN**

With there being no further business to come before the Council, the meeting adjourned at 2:22 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