

**MINUTES OF MEETING  
TOURIST DEVELOPMENT COUNCIL  
ST. JOHNS COUNTY, FLORIDA  
MARCH 21, 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  
Michael Gordon, Vice 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  
Kathy Fleming, District 5  
Danny Berenberg, District 4  
Michael Wicks, District 4  
Troy Blevins, District 5  
Sindy Wiseman, Deputy Clerk

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

(03/21/22 - 1 - 1:34 p.m.)

1. CALL TO ORDER

Finnegan called the meeting to order.

(03/21/22 - 1 - 1:34 p.m.)

2. PLEDGE OF ALLEGIANCE

Berenberg led the Pledge of Allegiance.

(03/21/22 - 1 - 1:35 p.m.)

3. ROLL CALL

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

(1:36 p.m.) Finnegan requested that the Council hear Agenda Item 9 before Agenda Item 7.

**(1:36 p.m.) Motion by Berenberg, seconded by Sikes-Kline, carried 9/0, to hear Agenda Item 9 before Agenda Item 7.**

(03/21/22 - 2 - 1:36 p.m.)

4. APPROVAL OF AGENDA

**Motion by Berenberg, seconded by Sikes-Kline, carried 9/0, to approve the agenda, as amended.**

(03/21/22 - 2 - 1:37 p.m.)

5. APPROVAL OF MINUTES

Finnegan requested an amendment to the January 31, 2022, minutes to reflect that Finnegan was nominated for the chair position not Kathy Fleming.

**(1:38 p.m.) Motion by Blevins, seconded by Sikes-Kline, carried 9/0, to amend the January 31, 2022, minutes.**

**(1:39 p.m.) Motion by Blevins, seconded by Sikes-Kline, carried 9/0, to approve the minutes for the January 31, 2022, meeting, as amended.**

(03/21/22 - 2 - 1:39 p.m.)

6. PUBLIC COMMENT

There was none.

The Council moved to Regular Agenda Item 9.

(03/21/22 - 2 - 2:21 p.m.)

7. CULTURAL COUNCIL PROMOTION PLANNING WORKSHOP

Meeks provided an overview of the contractual requirements for the St. Johns Cultural Council (SJCC) and the Visitors and Convention Bureau (VCB).

(2:23 p.m.) Christina Parrish Stone, Executive Director of the St. Johns Cultural Council (SJCC), provided a promotion plan overview, via PowerPoint. She reviewed the Fiscal Year (FY) 2023 objectives, what stakeholders wanted in a promotion plan, marketing plan priorities, strategies for promotion and support, product development/special events,

and collaboration with marketing partners, via Power Point. Additionally, she provided a draft budget summary.

(2:39 p.m.) Finnegan expressed his appreciation for the collaboration efforts from the SJCC and VCB.

(2:40 p.m.) Fleming questioned Stone on the distribution of the cultural guide and the cultural magazine. Discussion ensued on the impact of the cultural guide and exploring additional distribution options.

(2:46 p.m.) Berenberg thanked Stone and her staff for attending local events.

(2:47 p.m.) Discussion ensued on cultural landscapes/ecotourism and developing residents into advertisement ambassadors for St. Johns County.

(03/21/22 - 3 - 3:00 p.m.)

#### 8. VCB PROMOTION PLANNING WORKSHOP

Under Agenda Item 7, Meeks provided an overview of the contractual requirements for the St. Johns Cultural Council (SJCC) and the Visitors and Convention Bureau (VCB).

Richard Goldman, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), spoke about community awareness regarding events and developing residents into advertisement ambassadors for St. Johns County. He also provided an overview of the Fiscal Year (FY) 2021 Annual Report, via PowerPoint. He reviewed the lodging performance, tourism development tax collections, brand research, and paid advertising. Additionally, he reviewed feedback from the February 2022 Tourism Industry Stakeholders Workshops and the FY 2023 promotion focus.

(3:33 p.m.) Discussion ensued on tourism resource training orientations, communicating local history, drive markets (impact of gas prices), adjusting the base on household income from \$75K to \$100K, and on targeting corporate travelers.

(3:48 p.m.) The Council moved to Regular Agenda Item 10.

(03/21/22 - 3 - 1:40 p.m.)

#### 9. SPORTS TOURISM GRANT APPROVALS

- Perfect Game Baseball (2) Events
  - Battle at the Beach - \$12,500 Recommended
  - Sunshine State Championships - \$8,000 Recommended

- Florida Invitational Rugby Showcase, LLC - \$10,000 Recommended
- Advanced Media Inc., Offshore Sport Fishing Championship - \$20,000 Recommended
- Old School Kingfish Shootout Fishing Tournament - \$20,000 Recommended
- Game On Events – St. Augustine Triathlon - \$5,000 Recommended

Teddy Meyer, Parks and Recreation Facilities Manager, presented the details of the grant funding requests, via PowerPoint.

(1:44 p.m.) Discussion ensued on the Offshore Sport Fishing Championship (Bluewater Tournament) funding request, including media coverage and event participation, and on the Old School Kingfish Shootout Fishing Tournament funding request.

(1:51 p.m.) Laura Dozier, 1137 Dover Drive, provided additional comments regarding participation for the Bluewater Tournament.

(1:55 p.m.) Discussion ensued on events held/scheduled on holiday weekends.

**(1:55 p.m.) Motion by Sikes-Kline, seconded by Waldron, carried 9/0, to recommend approval of the Perfect Game Battle at the Beach funding request for \$12,500 to the Board of County Commissioners.**

**(1:58 p.m.) Motion by Blevins, seconded by Sikes-Kline, carried 9/0, to recommend approval of the Sunshine State Championships funding request for \$8,000 to the Board of County Commissioners.**

**(1:59 p.m.) Motion by Waldron, seconded by Sikes-Kline, carried 9/0, to recommend approval of the Florida Invitational Rugby Showcase, LLC, request for \$10,000 to the Board of County Commissioners.**

**(2:00 p.m.) Motion by Berenberg, seconded by Sikes-Kline, to recommend approval of the Advanced Media, Inc., Offshore Sport Fishing Championship, request for \$20,000 to the Board of County Commissioners.**

(2:01 p.m.) Discussion ensued on the funding request, including projected income; media coverage, including capturing influencers; requiring post event analytics/performance standards, and amending the motion to include the following performance guarantee: *“to include analytics on viewership for zip codes outside of St. Johns County by 90 miles; and to direct staff to bring back performance standards to the TDC for a recommendation post event.”*

**(2:18 p.m.) Motion by Sikes-Kline, seconded by Fleming, carried 9/0, to approve the proposed amendment.**

(2:19 p.m.) Motion by Sikes-Kline, seconded by Fleming, carried 9/0, to recommend approval of the Advanced Media, Inc., Offshore Sport Fishing Championship, request for \$20,000 to the Board of County Commissioners, to include analytics on viewership for zip codes outside of St. Johns County by 90 miles; and to direct staff to bring back performance standards to the TDC for a recommendation post event.

(2:19 p.m.) Motion by Waldron, seconded by Sikes-Kline, carried 9/0, to recommend approval of the Old School Kingfish Tournament, request for \$20,000 to the Board of County Commissioners.

(2:20 p.m.) Motion by Sikes-Kline, seconded by Fleming, carried 9/0, to recommend approval of the Game On Events, request for \$5,000 to the Board of County Commissioners.

(2:21 p.m.) The Council moved to Agenda Item 7.

(03/21/22 - 5 - 3:48 p.m.)

10. MONTHLY REPORTS PROVIDED IN PACKETS

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

(03/21/22 - 5 - 3:48 p.m.)

11. MEMBER COMMENTS

Sikes-Kline reported on the Fort Mose Jazz and Blues Festival. She also spoke about the need to expand parking and shuttle services provided by stakeholders, including an intercity circulator. Additionally, she spoke about developing Fish Island's cultural history.

(3:52 p.m.) Samora spoke in support of an intercity circulator, per Sikes-Kline's comments. Additionally, he noted that the St. Johns Cultural Council had received a \$500,000 grant for the Old City Hall/Historic St. Augustine Beach Hotel. He announced the City of St. Augustine Beach Commission workshop on Wednesday, March 23, 2022, at 5:00 p.m., to discuss potential uses for the funding.

(3:53 p.m.) Blevins and Sikes-Kline spoke on the Responsible Hospitality Institute (RHI).

(3:56 p.m.) Finnegan requested an update on Berenberg's future seat vacancy, due to his expired term. Meeks responded on the eligibility of Mr. Diaz and stated that the vacancy was posted on the current committee/board vacancies website. Subsequently, she spoke about application requirements.

(03/21/22 - 6 - 3:57 p.m.)

12. NEXT MEETING DATE

Meeks stated that the next meeting dates were May 16, 2022, and June 20, 2022.

(4:01 p.m.) Stone announced the A1A All-American Road Ribbon Cutting Ceremony on Tuesday, March 29, 2022, at 5:00 p.m., at the Bridge of Lions in St. Augustine.

(03/21/22 - 6 - 4:03 p.m.)

13. ADJOURN

**Motion by Waldron, seconded by Sikes-Kline, carried 9/0, to adjourn.**

With there being no further business to come before the Council, Finnegan adjourned the meeting at 4:03 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