

**MINUTES OF MEETING  
TOURIST DEVELOPMENT COUNCIL  
ST. JOHNS COUNTY, FLORIDA  
MAY 16, 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  
Danny Berenberg, District 4  
Michael Wicks, District 4  
Kathy Fleming, District 5  
Troy Blevins, District 5  
Saundra Hutto, Deputy Clerk

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

Absent: David Migut, County Attorney

(05/16/22 - 1 - 1:30 p.m.)

1. CALL TO ORDER

Finnegan called the meeting to order.

(05/16/22 - 1 - 1:30 p.m.)

2. PLEDGE OF ALLEGIANCE

Danny Berenberg led the Pledge of Allegiance.

(05/16/22 - 1 - 1:30 p.m.)

3. ROLL CALL

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

(05/16/22 - 2 - 1:31 p.m.)

4. APPROVAL OF AGENDA

**Motion by Berenberg, seconded by Fleming, carried 9/0, to approve the Agenda, as submitted.**

(05/16/22 - 2 - 1:34 p.m.)

5. APPROVAL OF MINUTES

**Motion by Blevins, seconded by Gordon, carried 9/0, to approve the minutes for the March 21, 2022, meeting, as submitted.**

(05/16/22 - 2 - 1:35 p.m.)

6. PUBLIC COMMENT

There was none.

(05/16/22 - 2 - 1:36 p.m.)

7. SPORTS TOURISM GRANT APPROVALS

- American Junior Golf Association, TPC Sawgrass Junior Players Championship - \$10,000 Recommended
- Ancient City Game Fish Association, Ancient City Game Fish Challenge - \$20,000 Recommended
- Florida Elite Soccer for the Florida Elite SA Invitational - \$10,000 Recommended
- Jax Football Club for the Labor Day Shootout - \$7,500 Recommended

Teddy Meyer, St. Johns County Parks and Recreation Facilities Manager, presented the details of the funding request, via PowerPoint.

(1:38 p.m.) Berenberg questioned the Jax Football Club request with respect to no minutes being in his packet and asked how that was voted on, and why they were not receiving the whole amount they requested. Meyer responded and discussion ensued with Blevins on how they determined the funding for the event.

(1:44 p.m.) Donna Frantz, 6409 Pine Circle West, provided additional comments on the Ancient City Game Fish event and commended Dena for her work.

**(1:38 p.m.) Motion by Waldron, seconded by Sikes-Kline, carried 9/0, to recommend approval of American Junior Golf Association, TPC Sawgrass Junior Championship**

**funding request for \$10,000; Ancient City Game Fish Association, Ancient City Game Fish Challenge funding request for \$20,000; Florida Elite Soccer for the Florida Elite SA Invitational funding request for \$10,000; Jax Football Club for the Labor Day Shootout funding request for \$7,500 to the Board of County Commissioners.**

(05/16/22 - 3 - 1:45 p.m.)

8. TOURIST DEVELOPMENT COUNCIL BOARD MEMBER  
RECOMMENDATIONS

Meeks presented the details of the vacancies.

(1:46 p.m.) Finnegan questioned if the term recommendation was the same as nomination. Meeks responded.

(1:47 p.m.) Blevins nominated Irving Kass for the vacancy with Sikes-Kline seconding.

(1:51 p.m.) Subsequently, Berenberg recommended Regina Phillips with Fleming seconding on the vacant position.

(1:48 p.m.) Samora questioned if the applicants were present. Discussion ensued on the application process, including requesting applicants to attend the recommendation meeting.

(2:05 p.m.) Sikes-Kline questioned Meeks about the conflict of interest with the respect to Regina Phillips. Discussion ensued.

(2:09 p.m.) Blevins questioned whether the current motions needed to be withdrawn.

(2:09 p.m.) Berenberg spoke on diversity and explained his nomination for Phillips. Discussion ensued on nominations and the nomination process.

(2:13 p.m.) The motions nominating Phillips and Kass were withdrawn.

(2:14 p.m.) Motion by Blevins, seconded by Fennigan, to invite Phillips and Kass to provide introductions at the next TDC meeting. There was no vote. Discussion ensued on the nomination process.

**(2:19 p.m.) Motion by Blevins, seconded by Fleming, carried 9/0, to invite Phillips, Kass, and Chesterton to provide introductions at the next TDC meeting, as amended.**

(2:20 p.m.) Discussion ensued on the application process for other boards in St. Johns County, and on the process for future vacancies.

(05/16/22 - 4 - 2:42 p.m.)

9. CONTRACTED TOURISM PROMOTION SERVICES DISCUSSION

Meeks presented the details of the tourism contracts and Request for Proposals (RFP), via PowerPoint. She spoke on the key functions of the tourism bureau services, the arts and cultural tourism product development services, and the structure and key functions of the tourism marketing/advertising services. Discussion ensued on marketing contractors, forming a tourism marketing working group, and the advantages and disadvantages to the working group.

(2:47 p.m.) Blevins left the meeting.

Meeks summarized that she would establish a plan of how to implement the working group; to create a scope for one marketing contractor, with the potential to expand to multiple contractors; a scope for tourism bureau services; and a scope for arts and cultural tourism product development services.

(05/16/22 - 4 - 4:13 p.m.)

10. MONTHLY REPORTS PROVIDED IN PACKETS

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

(4:13 p.m.) Berenberg suggested creating a glossary of the items in the report. Goldman responded.

(05/16/22 - 4 - 4:15 p.m.)

11. MEMBER COMMENTS

There were none.

(05/16/22 - 4 - 4:15 p.m.)

12. NEXT MEETING DATE

The next meeting date was scheduled for June 20, 2022.

(05/16/22 - 4 - 4:16 p.m.)

13. ADJOURN

**Motion by Bernburg, seconded by Fleming, carried 8/0, with Blevins absent, to adjourn.**

With there being no further business to come before the Council, Fennigan adjourned the meeting at 4:16 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