



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
October 17, 2022 - 1:30 pm

CALL TO ORDER

Gordon called the meeting to order at 1:31 p.m.

Present: Michael Gordon, Vice Chair
Paul Waldron, BCC Representative
Don Samora, Vice Mayor, City of St. Augustine Beach Representative
Regina Phillips, District 2
Michael Wicks, District 4
Troy Blevins, District 5

Absent: Joe Finnegan, Chair
Nancy Sikes-Kline, Vice Mayor, City of St. Augustine Representative

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Administrative Coordinator
Jalisa Ferguson, Assistant County Attorney
Artricia K. Allen, Deputy Clerk

PLEDGE OF ALLEGIANCE

Gordon led the Pledge of Allegiance.

ROLL CALL

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

APPROVAL OF AGENDA

Motion by Samora, seconded by Blevins, carried 6/0, with Waldron participating remotely, to approve the Agenda, as submitted.

APPROVAL OF MINUTES

Motion by Gordon, seconded by Blevins, carried 6/0, with Waldron participating remotely, to approve the minutes for the August 15, 2022, meeting, as submitted.

Meeks noted that there were two Board member recusals from the August 15, 2022, meeting and the forms were on file for review.

PUBLIC COMMENT

Richard Wright (Exhibit A) and Matthew Denny provided public comment.

UPDATE ON TOURIST DEVELOPMENT COUNCIL MEMBERSHIP

Tera Meeks, Tourist and Cultural Development Director, updated the Council on Kathy Fleming's resignation and presented the details of the vacancy and discussed the application process.

SPORTS TOURISM GRANT APPROVALS

- **American Junior Golf Association, Billy Horschel Junior Championship - \$7,500 Recommended**
- **Florida Prime Soccer Cup - \$7,500 Recommended**
- **Game On, Ponte Vedra Beach Triathlon - \$5,000 Recommended**
- **Pickleball, Florida/Georgia - \$8,000 Recommended**
- **Perfect Game, U9-U14 Sunshine State Championships - \$7,500 Recommended**
- **Perfect Game, U9-U18 Florida Fall Premier Championships - \$7,500 Recommended**
- **PXG Golf Women's Pro Match Play - \$25,000 Recommended**
- **Advanced Media Inc., Offshore Sport Fishing Championship**

Meeks presented the details of the proposed recommendation, via PowerPoint. Discussion ensued on the approval process after an event has occurred, ACH Grant Process, and the increased amount of grant recommendations.

Blevins questioned whether the American Junior Golf Association was the Nancy Lopez Event. Teddy Meyer, St. Johns County Parks, and Recreation Facilities Manager, responded.

Motion by Blevins, seconded by Gordon, carried 6/0, with Waldron participating remotely, to recommend approval of the American Junior Golf Association, Billy Horschel Junior Championship funding request for \$7,500; Florida Prime Soccer Cup request for \$7,500; Game On, Ponte Vedra Beach Triathlon request for \$5,000; Pickleball, Florida/Georgia request for \$8,000; Perfect Game, U9-U14 Sunshine State Championship request for \$7,500; Perfect Game, U9-U18 Florida Fall Premier Championship request for \$7,500; and PXG Golf Women's Pro Match Play funding request for \$25,000, to the Board of County Commissioners.

Meeks provided the details of the Advanced Media Inc., Offshore Sporting Fishing Championship's funding request and reference the supported documents included in packet. Discussion ensued on the requested funding and the amount of outside coverage. Meyer provided additional history on the economic fulfillment and economic impacts with the request.

Motion by Blevins, seconded by Waldron, carried 6/0, via roll call vote, with Waldron participating remotely, to recommend approval of the Advanced Media Inc., Offshore Sport Fishing Championship funding request for 15,000 to the Board of County Commissioners.

Yea: Blevins, Gordon, Phillips, Samora, Waldron, Wicks
Nay: None

DISCUSSION OF POTENTIAL MODIFICATION TO THE ARTS, CULTURE AND HERITAGE GRANT APPLICATION REVIEW PROCESS

Meeks provided the details of the potential modifications to the Arts, Culture and Heritage Grant Application Review process/panel. Discussion ensued on the potential changes.

MONTHLY REPORTS PROVIDED IN PACKETS

Richard Goldman, President and CEO of the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau (VCB), provided a presentation of the impact Hurricane Ian had on tourism. He presented a PowerPoint showing media links and video's that were posted on Visit Florida following the storm. Additionally, he spoke on Florida's Historic Coast Economic Impact Report.

MEMBER COMMENTS

There were none.

NEXT MEETING DATE – TBD JANUARY OR FEBRUARY

The next Tourist Development Council meeting was to be determined.

ADJOURN

With there being no further business to come before the Council, Gordon adjourned the meeting at 2:40 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