



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
September 18, 2023 - 1:30 p.m.

CALL TO ORDER

Gordon called the meeting to order at 1:30 p.m.

Present: Michael Gordon, Chair
Regina Phillips, Vice Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Don Samora, Mayor, City of St. Augustine Beach Representative
Charles Cox, District 3
Troy Blevins, District 5

Absent: Irving Kass, District 2
Michael Wicks, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Jennifer Zuberer, Manager of Tourism Promotional Programs
Jalisa Ferguson, Assistant County Attorney
Artricia K. Allen, Deputy Clerk

PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

Gordon welcomed the new Tourist Development Council Member, Charles Cox.

ROLL CALL

Zuberer called the roll. Council Members Gordon, Phillips, Arnold, Sikes- Kline, Samora, Blevins, and Cox were present. Council members Wicks and Kass were absent.

APPROVAL OF AGENDA

Gordon stated that Regular Agenda Item 10 was pulled from the agenda.

Motion by Gordon, seconded by Sikes-Kline, carried 7/0, to approve the Agenda, as amended.

Yea: Gordon, Phillips, Arnold, Sikes-Kline, Samora, Blevins, Cox
Nay: None
Absent: Wicks, Kass

APPROVAL OF MINUTES

Motion by Gordon, seconded by Sikes-Kline, carried 7/0, to approve the minutes for the August 21, 2023, meeting, as submitted.

Yea: Gordon, Sikes-Kline, Arnold, Phillips, Samora, Blevins, Cox
Nay: None
Absent: Wicks, Kass

PUBLIC COMMENT

Public Comment: Diana Jordan Baldwin (Exhibit A) provided public comment.

*Arnold requested Council consensus to hear the item at a future council meeting, regarding placing the Zora Neale Hurston monument sculpture at the Lincolnville Museum. **Consensus was given.** Meeks responded that the item would be heard at the October 16, 2023, meeting.*

TAG! CHILDREN'S MUSEUM PRESENTATION

Ben Platt, Director of the Board of Directors, and Kim MacEwan, Executive Director of the Board of Directors of Tag! Museum, presented the details of the request. Discussion ensued on the estimated visitors, the funding source, protecting investment returns, parking, utilizing Tourist Development Tax (TDT) funds, and the construction timeline. Sikes-Kline recommended that the item be heard by the Board of County Commissioners for the funding request. Additional comments provided by Tera Meeks, regarding the funding source.

Public Comment: There was none.

Motion by Sikes-Kline, seconded by Blevins, carried 7/0, via roll call vote, to send a recommendation to the BCC for funding of the new construction, as asked for, and marketing request, with how they [Tag! Children's Museum] are funded, and to what level they are funded, to be determined by the BCC.

Yea: Arnold, Blevins, Cox, Gordon, Phillips, Samora, Sikes-Kline
Nay: None
Absent: Wicks, Kass

ST. JOHNS CHAMBER OF COMMERCE PRESENTATION

Isabelle Renault, President of the St. Johns County Chamber of Commerce, presented the details of the Destination Architect Plan Update. Blevins recommended that the St. Johns County Chamber of Commerce work with the St. Johns County Council on Aging.

SPORTS MARKETING FUNDING REQUEST

- Florida State CFDA Championship - February 9-11, 2024, Recommended - \$2,500
- Santa Suits On The Loose 5K - December 9, 2023, Recommended - \$5,000
- PRIME Soccer Cup - October 6-8, 2023, Recommended - \$10,000
- Ponte Vedra Beach Triathlon - October 15, 2023, Recommended - \$6,500
- FL GA Pickleball Classic - October 27-29, 2023, Recommended - \$10,000
- Pickleball Veritas in the Ancient City - February 23-25, 2024, Recommended - \$10,000
- St. Augustine Amateur Golf - December 1-3, 2023, Recommended - \$15,000
- Jacksonville Classic Basketball - November 18-20, 2023, Recommended - \$20,000
- Perfect Game Fall Sunshine State Championships - Oct. 20-22, 2023, Recommended - \$8,500
- Perfect Game Fall Florida Premier Championships - Nov 3-5, 2023, Recommended - \$8,500
- Jacksonville Football Club Soccer Tournaments - January and February 2024, Recommended - \$7,500

Meeks presented the details of the proposed recommendations; with additional comments from Teddy Meyers, Facility Manager of St. Johns County Parks and Recreation. Meyers provided background information on the Jacksonville Classic Basketball event.

Motion by Blevins, seconded by Gordon, carried 7/0, to recommend the Board of County Commissioners, to approve the Fiscal Year 2024 sports marketing funding requests.

Yea: Blevins, Gordon, Arnold, Samora, Sikes-Kline, Phillips, Cox

Nay: None

Absent: Wicks, Kass

MONTHLY REPORTS PROVIDED IN PACKETS

Christina Parrish Stone, Executive Director of the St. Johns County Cultural Council (SJCC), provided updates and details on the St. Johns Cultural Council monthly report. She reviewed grant growth, grant programs competing in their own category as separate entities, and the general atmosphere survey supporting year-round organizations.

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 VCB monthly report. Discussion ensued on tourism event numbers compared to statewide tourism event numbers, and the decrease of hotel stays in the month of September.

MEMBER COMMENTS

Blevins provided an update on the Sing Out Loud Festival including the total tickets sold and the Average Daily Rate (ADR) for hotels.

NEXT MEETING DATE

[The next meeting date was scheduled for October 16, 2023.]

ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 3:06 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