



Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
April 15, 2024 - 1:30 p.m.

Minutes of Meeting

1. CALL TO ORDER

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

Present: Regina G. Phillips, Chair
Irving Kass, Vice Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2
Michael Wicks, District 4
Charles Cox, District 5
Troy Blevins, District 5
Michael Gordon, District 4

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Jennifer Zuberer, Manager of Tourism Promotional Program
Jalisa Ferguson, Assistant County Attorney
Saundra Hutto, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Phillips led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

Motion by Rumrell, seconded by Kass, carried 9/0, to approve the agenda, as submitted.

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

5. APPROVAL OF MINUTES

Cox requested two changes to the March 18, 2024, meeting minutes: 1) amending Item 9 by changing the wording from clean site to clean slate in the motion; and 2) He suggested withdrawing the excess funds from Category 4 and splitting them among the other categories, and arranging a presentation on how Categories 1, 2, and 3 might utilize excess reserves. Meeks stated that necessary corrections would be made and brought back for approval.

Motion by Rumrell, seconded by Blevins, carried 9/0, to approve the minutes based on the corrections from Charles Cox, to be brought back at the next meeting.

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

6. PUBLIC COMMENT

Public Comment: Albert Syeles (Exhibit A) and Nancy Perry provided public comment.

7. RECOMMENDATION FROM TOURIST DEVELOPMENT TAX (TDT) FUNDING REQUEST CONSIDERATION WORKING GROUP

Meeks presented the details of the request, clarified the creation of an annual program and unsolicited requests outside of the two grant programs, spoke on funds staying within their specific categories, and on having sufficient information for outside requests.

Discussion ensued on the ordinance that the Tourist Development Council (TDC) worked under and how it defined art in public places and/or capital improvements, staying within the statutes, and adding art in education at public places. There was also a suggestion to separate art in public places, ensuring that no money was to overhead spending, and emphasizing the use of city or county owned property for these purposes.

Council members expressed their positions on the recommendations and Blevins requested that County and City municipalities have priority over other requests. Discussion ensued on capital improvement projects and the annual reoccurring funds.

Public Comment: Christina Parrish Stone provided public comment.

Sikes-Kline clarified the distinction between arts in public places and education in public places.

Motion by Sikes-Kline, seconded by Blevins, carried 9/0, to accept the following recommendations on Item 7, to include the separation of capital improvements: 1) Consideration of new additional annual funding programs potentially for art and education in public places; 2) Consideration of new or additional annual funding programs potentially for programs including capital improvements; and 3) Establish a scoring matrix to evaluate unsolicited requests and establishment of a working group to complete the evaluation of requests prior to inclusion of a request on a TDC agenda, as amended.

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

8. MONTHLY REPORTS PROVIDED IN PACKETS

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

9. MEMBER COMMENTS

Rumrell and Phillips spoke on the efforts of staff regarding moving forward with the grant program process.

10. NEXT MEETING DATE

Meeks announced that the next meeting was scheduled for June 17, 2024. Discussion ensued on the importance of holding a meeting in May to ensure the budget deadline was met, and the upcoming schedule of meetings. It was decided that the next meeting would take place on May 20, 2024.

11. ADJOURN

Motion by Rumrell, seconded by Blevins, carried 9/0, to adjourn the meeting.

Yea: Rumrell, Blevins, Wicks, Sike-Kline, Arnold, Phillips, Kass, Cox, Gordon
Nay: None

With there being no further business to come before the Council, the meeting adjourned at 2:33 p.m.

Approved _____, 2024

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Regina G. Phillips, Chair

ATTEST: BRANDON J. PATTY,
CLERK OF THE CIRCUIT COURT & COMPTROLLER

By: _____
Deputy Clerk