



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
May 20, 2024 - 1:30 p.m.

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1. CALL TO ORDER

Phillips called the meeting to order at 1:37 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  
Charles Cox, District 5  
Troy Blevins, District 5  
Michael Gordon, District 4

Absent: Michael Wicks, District 4

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

2. PLEDGE OF ALLEGIANCE

Phillips led the Pledge of Allegiance.

3. ROLL CALL

Masters called the roll. Council members Godon, Phillips, Arnold, Sikes-Kline, Rumrell, Kass, Cox, and Blevins were present, and Wicks was absent.

4. APPROVAL OF AGENDA

**Motion by Rumrell, seconded by Arnold, carried 8/0, with Wicks absent, to approve the Agenda, as submitted.**

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

5. APPROVAL OF MINUTES

Meeks announced that the revisions to the March 18, 2024, meeting minutes needed approval, as well as the meeting minutes for April 5, 2024.

**Motion by Rumrell, seconded by Cox, carried 8/0, with Wicks absent, to approve the revised meeting minutes from March 18, 2024, and the regular meeting minutes from April 15, 2024, as submitted.**

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

6. PUBLIC COMMENT

There was none.

7. RECOMMENDATION FROM THE TOURISM MARKETING REQUEST FOR PROPOSAL (RFP) WORKING GROUP

Meeks presented the details of the working group's tasks. Discussion ensued on a timeframe for recommendations, advertising the RFP, prioritizing steps, budget allocations, and being proactive for the Night of Lights' contract, and coordinating marketing campaigns seamlessly with special events to avoid any gaps.

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

Meeks presented the details of the funding request. Discussion ensued on organizing a workshop to gather community ideas and innovative approaches for enhancing tourism education, implementing historic markers to enrich tourism experiences, outlining a grant program for annual funding, urban high school education, and European River Cruises. Blevins inquired about maintenance components for historical markers and wayfinding.

9. INITIAL DISCUSSION OF FISCAL YEAR 2025 TOURISM BUDGET

Meeks presented the details of the recommended budget. Discussion ensued on incorporating the PowerPoint presentation into the meeting packet, initiating the ordinance and making a recommendation to the Board of County Commissioners (BCC), Category 3 debt services and the Solomon Calhoun Capital Improvement Plan (CIP) allocations, the distribution of funds from TDC and General Funds, flexibility in funding adjustments without caps, reserves, or carry forwards, as well as a breakdown of revenues, funding caps rationale, projected revenues, expenditure increments, and Category 4 adjustments to the ordinance. Ferguson clarified inquiries regarding

the timeframe for removing the caps through ordinance amendments, recommended other ordinance changes, and proposed modifications to the ordinance. Additionally, Meeks displayed the ordinance caps on the overhead, Exhibit A.

Discussion ensued on amending the motion to include ordinance changes and having the presentation for the BCC to review and discuss at the July 18, 2024, meeting.

Public Comment: There was none.

**Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Wicks absent, for the Tourist Development Council (TDC) to recommend to the Board of County Commissioners for fiscal year 2025 the suspension of monetary caps for the St. Augustine Amphitheatre, Vet Services, Night of Lights, Holiday Fireworks, The Players, and Visitor Information Center with the anticipation of a comprehensive recommendation from the TDC for ordinance changes, to be included on the BCC meeting agenda, scheduled for July 18, 2024, as amended.**

**Yea: Sikes-Kline, Blevins, Phillips, Arnold, Gordon, Cox, Rumrull, Kass**

**Nay: None**

**Absent: Wicks**

#### 10. MONTHLY REPORTS PROVIDED IN PACKETS

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

Susan Phillips, St. Augustine and Ponte Vedra Visitors and Convention Bureau (VCB), presented an overview on the State of St. Johns County industries' events, VCB grant experience programming, and product development. Additionally, Phillips responded to Regina Phillips' inquiry regarding whether the radio station would be an online station.

Christina Parrish Stone, Executive Director St. Johns Cultural Council, provided an update on the Destination Marketing and Arts Culture Heritage Grants and visitor experience programming, and product development.

#### 11. MEMBER COMMENTS

Blevins reported that the Canright House had safely reached its permanent location.

#### 12. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for June 17, 2024.

#### 13. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 3:49 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