



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
June 17, 2024 - 1:30 p.m.

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1. CALL TO ORDER

Phillips called the meeting to order at 1:36 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  
Troy Blevins, District 5  
Michael Gordon, District 4

Absent: Charles Cox, District 5

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

2. PLEDGE OF ALLEGIANCE

Kass led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

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

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

5. APPROVAL OF MINUTES

**Motion by Rumrell, seconded by Blevins, carried 8/0, with Cox absent, to approve the minutes for the May 20, 2024, meeting, as submitted.**

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

6. PUBLIC COMMENT

Public Comment: Sandra Parks provided public comment.

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

Meeks provided an update from the RFP Working Group. Discussion ensued on the hiring timeframe of companies, being proactive on upcoming events for the end of the year, transitioning from one agency to another, and having a designee from the working group being available for questions at the next meeting. Phillips requested *Council consensus to have a designee from the working group present at the next meeting. Consensus was given.*

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

Meeks provided an update on the TDT funding request. Discussion ensued on moratorium requests, capital improvements, annual recurring programs, hearing recommendations once a year, funding requests, and the funding from municipalities and other governmental entities.

9. DISCUSSION OF FISCAL YEAR (FY) 2025 TOURISM BUDGET

Meeks presented the details of the budget. Discussion ensued on administrative costs, the clarification on Category 3 contingency, the criteria for maintaining a five percent in reserves, the pier being in Category 3 instead of Category 5, and the timeline and budget allocation for the pier renovation. Additionally, there was discussion on revising Ordinance No. 2021-43, recommendations concerning funding limits, the rationale behind implementing limits, and exploring options such as bulk purchasing to control costs.

Public Comment: Sherie Provence, Payson Tilden, Albert Syeles, Michael Weitz, Jennifer Flynt, Nell Toensmann, and Curtis Tucker provided public comment.

Discussion ensued on reallocating surplus funds and Category 2 – Arts, Culture and Heritage budget with the decrease in funding from the State’s budget.

The discussion focused on reallocating surplus funds and adjusting the Category 2 – Arts, Culture, and Heritage budget in response to a decrease in funding from the State's budget.

**Motion by Blevins, seconded by Rumrell, carried 8/0, with Cox absent, to remove all the funding caps from Ordinance No. 2021-43 regarding \$100,000 for Nights of Lights, \$60,000 for Fireworks, \$350,000 for Visitor Information Centers, and \$250,000 for The Players Championship.**

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

Discussion ensued on having a discussion item for the next meeting on reallocating funds, shifting funds between categories, and the negative impact to St. Johns County.

#### 10. PROMOTIONAL PRESENTATION FROM THE CULTURAL COUNCIL

Christina Parrish Stone, Executive Director of the St. Johns County Cultural Council (SJCC), summarized the bill that had been vetoed by the governor, which affected Arts, Cultural and Heritage funding. She then presented the details of the promotional plan. Discussion ensued on the grant funding and a detailed list of the impact on St. Johns County due to the State's decrease in funding.

#### 11. PROMOTIONAL PRESENTATION FROM THE VISITORS CONVENTION BUREAU (VCB)

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), presented the details of the promotional plan.

#### 12. MONTHLY REPORTS PROVIDED IN PACKETS

S. Phillips provided information on the Nights of Lights campaign. Discussion ensued on moving forward with the marketing campaign, utilizing funds from Fiscal Year (FY) 2025's budget before October, dividing the allocation between FY 2024 and FY 2025, and assessing the tourism capacity.

#### 13. MEMBER COMMENTS

There was none.

#### 14. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for July 15, 2024.

15. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 5:06 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