



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

---

**1. CALL TO ORDER**

Phillips called the meeting to order at 1:38 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  
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 Gordon, Phillips, Arnold, Sikes-Kline, Rumrell, Kass, Wicks, Cox, and Blevins were present.

**4. APPROVAL OF AGENDA**

Phillips requested that Agenda Item 7 be considered an action Agenda Item. Discussion ensued on Agenda Item 8.

**Motion by Blevins, seconded by Rumrell, carried 9/0, to approve the Agenda, as amended.**

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

5. APPROVAL OF MINUTES

**Motion by Rumrell, seconded by Sikes-Kline, carried 9/0, to approve the minutes for the June 17, 2024, meeting, as submitted.**

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

6. PUBLIC COMMENT

There was none.

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

Todd Hickey, General Manager of the Sawgrass Marriott, provided an update on the RFP Working Group. Discussion ensued on including the RFP working group's recommendations, the RFP advertisement period, the solicitation process, the number of companies that responded, and the effectiveness of the processes and evaluations. Jalisa Ferguson, Senior Assistant County Attorney, responded on the number of companies that qualified and informed the Council about Florida Statute requirements concerning contract deadlines. Additionally, Jamie Locklear, Purchasing Director, and Brad Bradley, Deputy County Administrator, provided further details on the RFP bidding and purchasing processes and discussed continuing the evaluation with a recommendation from the attorney general.

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), introduced Douglas Burnett, St. Johns Law Group, who clarified the sole sourcing requirements with the VCB contracts.

Public Comment: There was none.

**Motion by Rumrell, seconded by Sikes-Kline, carried 9/0, to continue the working group to review the evaluation process and ensure its timely completion with the remaining respondents, and to approve the VCB to manage the contracts, including recommendations from the attorney general for the Tourism Marketing request.**

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

Phillips announced she had to leave the meeting due to an emergency, and Kass took over as Council chair.

## 8. DISCUSSION OF FISCAL YEAR 2025 TOURISM BUDGET

Meeks provided the details of the budget. Discussion ensued on the amount of funding requested for private organizations, the funding source, annual totals, grant programs, impacts on tourism and supporting organizations, and the recommendation to the Board of County Commissioners (BCC) to fund the entire list of organizations and to amend the TDC ordinance, Ordinance No. 2021-43. Chrsitina Parrish Stone, Executive Director of the St. Johns County Cultural Council (SJCC), provided additional information on grant funding and programs.

Jesse Dunn, Office of Management and Budget Director, provided guidance on the reserves funding in the categories and listed the reserve funding totals. Discussion ensued on moving reserve funds from categories and the motion. Cox left the meeting.

Public Comment: There was none.

**Motion by Sikes-Kline, seconded by Wicks, carried 6/1, with Blevins dissenting and Phillips and Cox absent, to recommend to the Board of County Commissioners funding the ACH grants line at \$1,388,976 for Fiscal Year 2025, preserving five percent reserves in each category, and allocating any remaining reserve funds from category 2 and 4, collectively, to make up the ACH grant line.**

**Yea: Sikes-Kline, Wicks, Arnold, Gordon, Kass, Rumrell**

**Nay: Blevins**

**Absent: Phillips, Cox**

Public Comment: There was none.

**Motion by Rumrell, seconded by Sikes-Kline, carried 7/0, with Phillips and Cox absent, to approve the proposed budget, as amended.**

**Yea: Rumrell, Sikes-Kline, Arnold, Blevins, Gordon, Kass, Wicks**

**Nay: None**

**Absent: Phillips, Cox**

## 9. NIGHTS OF LIGHTS DISCUSSION AND UPDATE

Meeks provided the details of the Nights of Lights. Discussion ensued about including room nights in the packet.

## 10. MONTHLY REPORTS PROVIDED IN PACKETS

Meeks stated that the monthly reports were provided in the agenda packet. Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), provided the year-to-date and monthly budget overview. Discussion ensued on statewide booking, hotel rates, attractions, and travel.

11. MEMBER COMMENTS

Blevins inquired about the funding for walkovers, noting the change from partial TDC funding for Ponte Vedra Beach walkovers to full TDC funding for St. Augustine South. He asked when this policy change occurred, who makes the funding decisions, and when it took effect; Meeks responded.

12. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for August 19, 2024.

13. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 4:41 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