



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
October 21, 2024 - 1:30 p.m.

1. CALL TO ORDER

Phillips called the meeting to order at 1:33 p.m.

Present: Regina G. Phillips, Chair
Irving Kass, Vice Chair
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

Absent: Sarah Arnold, BCC Representative

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Program Specialist
Lex Taylor, Deputy County Attorney
Artricia Allen, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Phillips led the Pledge of Allegiance.

3. ROLL CALL

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

4. APPROVAL OF AGENDA

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

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

5. APPROVAL OF MINUTES

Motion by Rumrell, seconded by Blevins, carried 8/0, with Arnold absent, to approve the minutes for the September 16, 2024, meeting, as submitted.

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

6. PUBLIC COMMENT

There was none.

7. FLORIDA MUSEUM OF BLACK HISTORY UPDATE AND FUNDING REQUEST

Meeks provided an update on the State's Florida Museum of Black History Task Force recommendation for the future location.

Howard Holley, Division of Historical Resources, presented the details of the funding request. Alesia Wilbekin, Division of Historical Resources, provided additional information on the location of the museum in St. Johns County, strategic structures, fundraising efforts, and operations.

Discussion ensued on the funding request, the Request for Proposal (RFP) process category funding, and the future establishment of a 501(c)3, intending to partner with the County, adhering to Internal Revenue Services (IRS) protocol standards, foundation members, and how the funds would be allocated. The Council members expressed their positions on the request. Additionally, Phillips stated that she would be recusing herself from voting due to her involvement with the museum.

Motion by Sikes-Kline, seconded by Gordon, with Arnold absent, to recommend to the Board of County Commissioners to appropriate \$50,000 in expenditures for the Fiscal Year 2025 from Category 1, Category 4, or a combination of both.

Public Comment: Benjamin Brindle provided public comment.

Discussion ensued on amending the motion.

Motion by Sikes-Kline, seconded by Gordon, carried 7/0, with Arnold absent and Phillips recusing, via roll call vote, to recommend to the Board of County Commissioners to appropriate \$50,000 in expenditures from Category 4 for Fiscal Year 2025, as amended.

Roll Call

Blevins: Yes

Cox: Yes

Gordon: Yes

Kass: Yes

Phillips: Recused

Rumrell: Yes

Sikes-Kline: Yes

Wicks: Yes

Arnold: Absent

8. REVISIT SELECT SPORTS TOURISM GRANT REQUESTS

- Perfect Game, Inc., Youth Baseball Events - Sunshine State Fall Championship - November 1-3, 2024, Recommended \$13,500
- Florida Prime Sports Foundation Prime Soccer Tournament - October 11-13, 2024, Recommended \$16,875

Meeks provided information on the grant requests.

Teddy Meyer, Parks and Recreation Facility Manager, introduced Angelo Natoli, Perfect Game, who spoke about the organization's oversight, significance, and name change.

Public Comment: There was none.

Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Arnold absent, to approve Perfect Game, Inc., funding request [of \$13,500].

Yea: Sikes-Kline, Blevins, Phillips, Cox, Kass, Rumrell, Gordon, Wicks

Nay: None

Absent: Arnold

Felipe Munoz, Executive Director of Florida Prime Sports, provided background information on the organization and presented the recommended funding request.

Discussion ensued on whether funding was received from the Tourist Development Council in Jacksonville, the number of local teams, the number of Jacksonville hotels, the use of St. Johns County funds, and a funding cap of \$10,000. The Council members expressed their positions on the request.

Public Comment: There was none.

Motion by Blevins, seconded by Rumrell, carried 8/0, with Arnold absent, to approve the Florida Prime Sports Foundation funding request of \$10,000.

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

9. TOURISM MARKETING UPDATE

Meeks provided an update on the Tourism Marketing contract. Discussion ensued on the tourism marketing members, procedural standpoint, industry-driven decisions, the lack of background information, suggested committee members, the Request for Proposals (RFP) process, and the history of the contract. Jamie Locklear, Purchasing Director, provided further information on the RFP process.

Blevins suggested keeping the four original working groups, four Council suggested members, and Tera Meeks as the County staff member to equal a nine-member group. Taylor provided the standards procurement on the recommended selection committee.

Public Comment: There was none.

Motion by Blevins, seconded by Cox, carried 7/0, via roll call vote, with Arnold and Wicks absent, to recommend using the eight members, which include the original four working groups and the four who had already agreed, with Tera Meeks serving on the evaluation committee.

Roll Call

Blevins: Yes

Cox: Yes

Gordon: Yes

Kass: Yes

Phillips: Yes

Rumrell: Yes

Sikes-Kline: Yes

Arnold, Wicks: Absent

Public Comment: There was none.

Meeks clarified that the motion was a recommendation for the county attorney's office and the purchasing department to review, with an update to be brought back at a future meeting.

Discussion ensued on the process, the number of team members, the recommendation procedure, guidance on how to proceed, and that staff provide an update at the next meeting.

Motion by Cox, seconded by Kass, carried 4/3, via roll call vote, with Arnold and Wicks absent, to recommend to the Board of County Commissioners to abolish the management group and have the Tourist Development Council (TDC) serve in an advisory capacity, as it had in the past.

Roll Call

Blevins: No

Cox: Yes

Gordon: Yes

Kass: Yes

Phillip: Yes

Rumrell: No

Sikes-Kline: No

Arnold, Wicks: Absent

10. UPCOMING TOURIST DEVELOPMENT COUNCIL (TDC) VACANCY UPDATES

Meeks presented the details of the vacancies.

11. MONTHLY REPORTS PROVIDED IN PACKETS

Meeks stated that the monthly reports were provided in the agenda packet. Susan Phillips, President and CEO of St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), presented the details on the VCB's efforts related to post-hurricane recovery and played three post-hurricane videos. Council members expressed their gratitude to Philips and staff.

12. MEMBERS COMMENTS

Blevins thanked Mayor Sikes-Kline and Mayor Dylan Rumrell for informing residents during the hurricane. Phillips also thanked staff for sharing live camera footage on social media, allowing residents to see the area in real time.

Rumrell requested that additional backup material be included in the agenda packet.

13. NEXT MEETING DATE

Meeks stated that the next two meetings would be scheduled for November 18, 2024, and January 27, 2025. Meeks then stated that the January and February meetings would fall on holidays, so those meetings would be moved to the fourth Monday of those months, provided enough Council members were available to meet a quorum.

14. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 4:13 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