



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
November 18, 2024 - 1:30 p.m.

1. CALL TO ORDER

Phillips called the meeting to order at 1:31 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
Jennifer Zuberer, Manager of Tourism Promotional Program
Rich Komando, Interim County Attorney
Jalisa Ferguson, Assistant County Attorney
Saundra Hutto, 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

Kass questioned the inclusion of the Destination Marketing Management Services scoresheet in the agenda packet and whether it could be discussed in the current stage of the RFP process. Discussion ensued on the scoresheet, providing additional backup information on presentation

items, minutes not placed on the agenda, and adding a discussion item to the agenda as Agenda Item 7a regarding the tourism promotional working group, if not discussed with Item 7.

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

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

Nay: None

5. PUBLIC COMMENT

There was none.

6. TOURISM MARKETING REQUEST FOR PROPOSAL (RFP) UPDATE

Meeks provided an update on the Tourism Marketing RFP. Jaime Locklear, Director of Purchasing and Contracts Division, provided information on the historical precedence for the proposal process. Discussion ensued on the presentations being included in the second stage and the scoring procedure.

7. UPDATE ON TOURISM MARKETING MANAGEMENT STRUCTURE

Komando provided legal advice and Florida Statutes on the Council overseeing the marketing group. Discussion ensued on the management of the contract, who is allowed and not allowed on the evaluation committee, the County's economic development, the review process, the purpose of the Tourist Development Council (TDC), and accepting the scores as presented and moving forward.

Public Comment: There was none.

Motion by Arnold, seconded by Sike-Kline, carried 9/0, via roll call vote, to accept the evaluation scores as [presented], without moving forward with an additional optional presentation component.

Arnold: Yes

Blevins: Yes

Cox: Yes

Gordon: Yes

Kass: Yes

Phillips: Yes

Rumrell: Yes

Sikes-Kline: Yes

Wicks: Yes

Discussion ensued on having a TDC member on the review evaluation committee, postponing the review until the committee's structure was discussed, not creating a committee outside the TDC group, and allowing the TDC to move forward as the advisory committee to the Board of County Commissioners.

8. MONTHLY REPORTS PROVIDED IN PACKETS

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), provided an update on the VCB reports. Discussion ensued on the increase in Visit Florida numbers and the beginning of Nights of Lights, highlighting the increase in tourism.

9. MEMBER COMMENTS

Sikes-Kline announced that Nights of Lights would begin on November 23, 2024.

Rumrell announced that St. Augustine Beach would hold the Surf Illumination on December 7, 2024, from 5:00 p.m. to 8:00 p.m.

Blevins stated that the trolley group would be hiding seven elves throughout the city and encouraged families to participate in locating them.

Wicks spoke on the improvements to the Ponte Vedra Beach Concert Hall and requested that Gabe Pellicer bring a presentation on the construction updates, along with a post-update from the Sing Out Loud festival.

Kass requested that the agenda process be changed, proposing that the chair set the agenda. Discussion ensued on the relationship with staff, the support received between staff and the City of St. Augustine, the rule process on setting the agenda, and being reactive to upcoming events.

Rumrell expressed his support for Arnold serving on the Tourist Development Council (TDC).

10. NEXT MEETING DATE

Meeks stated that the next meeting was scheduled for January 27, 2025. Discussion ensued on three council members' terms expiring and the process for filling the vacancies.

11. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 2:38 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