



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
March 10, 2025 - 1:30 p.m.

1. CALL TO ORDER

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

Present: Irving Kass, Chair
Regina G. Phillips, District 2
Krista Joseph, BCC Representative
Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2
Charles Cox, District 5
Michael Gordon, District 4

Absent: Troy Blevins, Vice Chair
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Michael Wicks, District 4

Staff Present: Sarah Maxfield, Economic Development Director
Dena Masters, Tourist Development Council Program Specialist
Jesse Dunn, Deputy County Administrator
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, Joseph, Rumrell, Kass, and Cox, were present. Sikes-Kline, Blevins, and Wicks were absent.

4. APPROVAL OF AGENDA

Motion by Rumrell, seconded by Joseph, carried 6/0, with Blevins, Sikes-Kline, and Wicks absent, to approve the Agenda, as submitted.

Yea: Rumrell, Joseph, Kass, Phillips, Gordon, Cox

Nay: None

Absent: Blevins, Sikes-Kline, Wicks

5. APPROVAL OF MINUTES

Motion by Rumrell, seconded by Joseph, carried 6/0, with Blevins, Sikes-Kline, and Wicks absent, to approve the minutes for the January 27, 2025, meeting, as submitted.

Yea: Rumrell, Joseph, Kass, Phillips, Gordon, Cox

Nay: None

Absent: Blevins, Sikes-Kline, Wicks

6. PUBLIC COMMENT

There was none.

7. TOURIST DEVELOPMENT COUNCIL (TDC) MEMBER APPLICATION RECOMMENDATIONS

Maxfield presented the details of the recommendations and confirmed that they could nominate a hotel or attractions representative.

Motion by Cox, seconded by Gordon, carried 6/0, with Blevins, Sikes-Kline, and Wicks absent, to nominate Michael Wicks to the TDC Board.

Yea: Cox, Gordon, Rumrell, Joseph, Phillips, Kass

Nay: None

Absent: Blevins, Sikes-Kline, Wicks

8. MARKETING MANAGEMENT SUB-CONTRACT STATUS UPDATE

Maxfield welcomed Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), who provided an update on the contract, and the number of applicant proposals. She also announced the selection of Tinsley Advertising from Miami, Florida, as the new marketing agency and highlighted their accomplishments.

Joseph and Kass expressed their appreciation for the new agency.

9. SING OUT LOUD UPDATE

Diana Markovits, St. Johns County Cultural Events, Inc., provided an update on the Sing Out Loud Festival. Discussion ensued on pre-hotel sales and hotel occupancy percentage rates.

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), spoke about collaborating with Cultural Events and advertising with Visit Florida.

10. NIGHTS OF LIGHTS UPDATE AND DISCUSSION CONTINUED

Maxfield provided an update on the Nights of Lights. Discussion ensued on funding coming from the Tourist Development Council (TDC), transitioning to a smoother process, the City of St. Augustine contributing to funding and hiring a consultant, improving advertising quality, community safety, clearing up the ownership between the City of St. Augustine and TDC, and traffic control. Kass requested contacting The City of St. Augustine for an update.

11. MONTHLY REPORTS

Maxfield introduced Jeff Potts, Executive Director of the St. Johns Cultural Council, who provided his work history and expressed appreciation for the opportunity to work in St. Johns County.

Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra, and The Beaches Visitors and Convention Bureau (VCB), updated the monthly reports. Discussion ensued on room nights being down and advertising the Nights of Lights until January.

Maxfield reviewed the Tourist Development Tax (TDT) collections. Discussion ensued on adding an agenda item regarding revenue analysis reports at the beginning of each meeting. Dunn provided information on the budget discussion process, with additional discussion on where the revenue should begin. Kass requested *consensus to start the revenue as a flat line. Consensus was given.*

12. MEMBER COMMENT

There were none.

13. NEXT MEETING DATE

Maxfield stated that the next meeting was scheduled for April 21, 2025.

14. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 2:31 p.m.

Approved _____, 2025

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Irving Kass, Chair

ATTEST: BRANDON J. PATTY,
CLERK OF THE CIRCUIT COURT & COMPTROLLER

By: _____
Deputy Clerk