

ST. JOHNS COUNTY  
TOURIST DEVELOPMENT COUNCIL MEETING  
**MARCH 10, 2025 1:30 PM**  
COUNTY AUDITORIUM

1. CALL TO ORDER – Irving Kass, Chair
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
  - Regular Meeting Minutes – January 27, 2025 (Pages 2 – 11)
  - Public Comment
6. PUBLIC COMMENT – 3 minutes, not related to agenda items
7. TDC MEMBER APPLICATION RECOMMENDATIONS (**Action Required**) (Pages 12 -47)
  - Public Comment
8. MARKETING MANAGEMENT SUB-CONTRACT STATUS UPDATE (Page 48)
9. SING OUT LOUD UPDATE (Page 49)
10. NIGHTS OF LIGHTS UPDATE AND DISCUSSION CONTINUED (Page 50)
11. MONTHLY REPORTS (Pages 51 – 85)
  - Introduction of Mr. Jeff Potts, Executive Director of the St. Johns Cultural Council
  - VCB monthly update
  - Review of TDT Collections
12. MEMBER COMMENTS
13. NEXT MEETING DATE
14. ADJOURN

## **TDC Regular Meeting – March 10, 2025**

### Agenda Item 5 – Approval of Minutes (Action Required)

- Regular Meeting Minutes – January 27, 2025
- Public Comment



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
January 27, 2025 - 1:30 p.m.

---

1. CALL TO ORDER

Phillips called the meeting to order at 1:34 p.m.

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

Absent: Michael Gordon, District 4

Staff Present: Sarah Maxfield, Economic Development Director  
Dena Masters, Tourist Development Council Program Specialist  
Jessie Dunn, Deputy County Administrator  
Rich Komando, Interim County Attorney  
Lex Taylor, Deputy County Attorney  
Jalisa Ferguson, Assistant County Attorney  
Artricia Allen, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Phillips led the Pledge of Allegiance.

3. ROLL CALL

Council members introduced themselves: Phillips, Cox, Wicks, Kass, Blevins, Sikes-Kline, Rumrell, and Joseph. Phillips also requested that the staff members introduce themselves: Sarah Maxfield, Dena Masters, Jesse Dunn, Lex Taylor, Jalisa Ferguson, and Rich Komando.

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

4. APPROVAL OF AGENDA

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

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

5. APPROVAL OF MINUTES

Phillips requested that the October 21, 2024, minutes for Regular Agenda Item 7 be corrected to reflect that Howard Holley is from Evolve Magazine.

**Motion by Rumrell, seconded by Joseph, carried 8/0, with Gordon absent, to approve the minutes for the October 21, 2024, meeting, as amended.**

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

**Motion by Rumrell, seconded by Blevins, carried 8/0, with Gordon absent, to approve the minutes for the November 18, 2024, meeting, as submitted.**

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

6. PUBLIC COMMENT

Tom Reynolds recommended moving Agenda Item 11 up before the mayor had to leave the meeting (Exhibit A).

7. SELECTION OF NEW CHAIR AND VICE CHAIR

Maxfield reviewed the procedures and process for selecting the chair and vice chair. Phillips called for chair and vice chair nominations.

**Motion by Blevins, seconded by Wicks, carried 8/0, with Gordon absent, nominating Irving Kass as Chair.**

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

**Motion by Cox, seconded by Kass, carried 8/0, with Gordon absent, nominating Troy Blevins as Vice Chair.**

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

Kass expressed his appreciation to Maxfield for her services to the Tourist Development Council (TDC). He noted that the council would focus on driving revenue, and the Council was more exceptional than any other consultant. He preferred relying on the TDC instead of outside consultants. Sikes-Kline thanked Phillips for her service to the TDC as Chair and other organizations, with Blevins seconding the remarks.

#### 8. SPORTS TOURISM GRANT APPROVALS

- Matanzas 500, recommended - \$1,221
- St. Augustine Race Week Sailing Regatta, recommended - \$10,125
- Pickleball Veritas, recommended - \$5,188
- ACGA Redfish Bash Fishing Tournament, recommended - \$4,500
- PG North Florida Super Regional, recommended - \$5,175
- Conference USA Woman's Golf Championships, recommended - \$16,774
- JFC Battle at the Beach Soccer Tournament, recommended - \$2,499
- Game On! PV Beach Triathlon, recommended - \$3,600
- PG Battle at the Beach, recommended - \$4,950
- PG Sunshine State Championships, recommended - \$4,950
- River City Wrestling Con, recommended - \$20,250
- Old School Kingfish Shoutout, recommended - \$20,250
- ACGA 2025 Kingfish Challenge, recommended - \$9,000
- Game On! St Augustine Triathlon, recommended - \$3,600
- NWCA Convention, recommended - \$27,000
- Florida Elite Soccer Tournament Series, recommended \$10,125
- Ancient City Karate Championships, recommended \$6,241
- JFC 33rd Annual Labor Day Shootout, recommended \$2,700
- AJGA The Junior Players Championship, recommended \$8,775

Maxfield provided details on the request. Rumrell thanked Teddy Meyer, Parks and Recreation Facility Manager, for ensuring that grant funding organizations related to hotel rooms were located in St. Johns County.

Blevins requested that Item K, River City Wrestling Con, be removed from the list to align with the organization's name being associated with St. Johns County. Council members expressed their positions on the request. Meyer responded that the Council had previously approved the company and would contact the applicant regarding the request.

Discussion ensued regarding the company name and labeling, as well as a rule or policy that states any event related to Jacksonville would be a non-starter and not considered for grants in the future.

Public Comment: There was none.

**Motion by Blevins, seconded by Cox, carried 8/0, with Gordon absent, to recommend the Board of County Commissioners approve the Sports Marketing Grants for Fiscal Year 2025.**

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

**Nay: None**

**Absent: Gordon**

Meyer provided an update on International Billiards, stating they had 1,329 attendees over eight nights at the Renaissance in November and planned to return next year.

#### 9. FISCAL YEAR 2026 ARTS CULTURAL AND HERITAGE (ACH) GRANT GUIDELINES RECOMMENDATION

Maxfield presented the details of the grant guidelines' recommendations. Brenda Swann, St. Johns County Cultural Council Interim Executive Director, responded to the Council members' questions regarding the timeline, score ratings, waiting for the March Council meeting, peak periods, and time-sensitive.

Kass recommended having five sub-brands for St. Johns County: 1) History from February 1 to April 15, 2025, 2) Cultural from April 15 to June 30, 2025, 3) Family from July 1 to August 31, 2025, 4) Sing Out Loud from September 1 to November, and 5) Night of Lights in December.

Discussion ensued on sub-brands, ensuring that no groups or marketing perspectives were eliminated, and the possibility of combining multiple events into one, grant guidelines, factoring recurring grants into scoring to reduce long-term marketing and programming costs, and addressing challenges faced by nonprofit organizations. It was recommended to hire a coordinator or liaison to manage the sub-brands and their groupings, create a spreadsheet listing all events and the years they were funded, and the total amount of funding the organization had received. Additionally, there was a suggestion to cap the grants that could be awarded.

#### Public Comment:

Albert Syeles spoke about the Romanza nonprofit organization and expressed support for the seasonal branding approach.

Tom Reynolds expressed that no further grant funding should be received for any 503(c)4 political action committee.

**Motion by Rumrell, seconded by Wicks, carried 8/0, with Gordon absent, to approve ACH Grant Guidelines for Fiscal Year 2025 as presented.**

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

**Nay: None**

**Absent: Gordon**

Rumrell requested that Agenda Item No. 11 be heard next, as Sikes-Kline needed to leave the Council meeting at 3:00 p.m.

## 10. TDC MEMBER APPLICATION RECOMMENDATIONS

Maxfield presented the details of the application recommendations. Taylor provided the Council with rules regarding the consideration of late applicants, recommending reopening the application process with a new deadline, partially filling the position, and then reopening it. Kass then opened the floor for further recommendations.

Public Comment:

Tom Reynolds spoke about reaching out to the River and Fort group.

Blevins nominated Charles Cox for another term, which Wicks seconded.

Public Comment: There was none.

**Motion by Blevins, seconded by Wicks, carried 7/0, via roll call vote, with Gordon and Sikes-Kline absent, to recommend that the Board of County Commissioners approve Charles Cox for another term on the Tourist Development Council.**

**Blevins: Yes  
Cox: Yes  
Joseph: Yes  
Kass: Yes  
Phillips: Yes  
Rumrell: Yes  
Wicks: Yes  
Gordon: Absent  
Sikes-Kline: Absent**

Joseph nominated Catherine St. Jean for the vacant seat, which was not seconded.

Kass nominated Troy Blevins for another term, which Cox seconded.

**Motion by Kass, seconded by Cox, carried 7/0, via roll call vote, with Sikes-Kline and Gordon absent, to recommend the Board of County Commissioners to approve Troy Blevins for another term on the Tourist Development Council.**

**Blevins: Yes  
Cox: Yes  
Joseph: Yes  
Kass: Yes  
Phillips: Yes  
Rumrell: Yes  
Wicks: Yes  
Sikes-Kline: Absent  
Gordon: Absent**

Rumrell nominated to reopen the Tourist Development Council application process and support Michael Wicks, which was seconded by Cox, as amended.

Public Comment: There was none.

**Motion by Rumrell, seconded by Cox, carried 7/0, via roll call vote, with Sikes-Kline and Gordon absent, to recommend to the Board of County Commissioners to reopen the Tourist Development Council vacancy, as amended.**

**Blevins: Yes**

**Cox: Yes**

**Joseph: Yes**

**Kass: Yes**

**Phillips: Yes**

**Rumrell: Yes**

**Wicks: Yes**

**Sikes-Kline: Absent**

**Gordon: Absent**

Discussion ensued regarding the accommodation of both categories for the open seats, with applicants on the list not needing to reapply, the timing for when the item would appear before the Board, and how long the application should remain open.

Joanne Spencer, Senior Assistant to the Board of County Commissioners, stated that the application would need to remain open for another 30 days and would be brought before the Board at the March 4, 2025, meeting.

## 11. NIGHTS OF LIGHTS UPDATE AND DISCUSSION

Maxfield provided an update on the Nights of Lights event and requested guidance on how to better accommodate both residents and visitors. Discussion ensued on being informed throughout the planning process, a survey among local downtown store owners with customer involvement and purchases during this event, and funding additional safety personnel directing cars and tourists.

Rumrell provided his recommendation for assisting with the Nights of Lights events, suggested designated parking spots to accommodate parking, monitor trash pickup and restroom caddy, utilizing the Resource Officers and Police Service Assistant (PSA), and that staff working downtown to park at Flagler College utilizing their garage and shuttle to bring them to the plaza, parking at Francis Field and charging \$50 per spot would fund other things that need to be done. Discussion ensued on opening shuttle lanes, control pedestrian traffic, bathrooms, blocking off roads, and figuring out how to change the resident's behavior by taking public transportation instead of driving into town.

Sikes-Kline expressed gratitude for the input provided by residents and staff. She discussed the contradiction regarding parking, data, whether money had been spent, the need for designated lanes, and crowd management. She mentioned looking for support and expertise from the Tourist Development Council (TDC), highlighting the need for leadership and funding. She also inquired



about how TDC dollars could be used for the PSA, event management, and ensuring jobs were not lost. Discussion ensued on raising revenues, improving communication, finding revenue sources, and using Google Maps for travel. Maxfield informed the Council that she would consult with the County Attorney's office to determine whether it was possible or not and then provide guidance to the Council members.

Public Comment:

Albert Syeles spoke on the allocation of additional funds to advertise Nights of Lights early and whether any allocation was set aside to address the consequences, market tourism products, and support the required services.

Tom Reynolds spoke on ongoing traffic concerns related to the Nights of Lights and expressed concerns about bicyclists on the Bridge of Lions.

12. PARKS AND RECREATION REQUEST TO RELOCATE PIER VISITORS INFORMATION CENTER (VIC) INTO GIFT SHOP

Maxfield and Jamie Baccari, Parks and Recreation Assistant Director, presented the details of the request. Discussion ensued on utilizing the dead space, maximizing the entire area, and setting up a booth outside on Wednesday to attract tourism to St. Augustine. Council members expressed their support for the request.

Public Comment:

Tom Reynolds spoke in support of the request and suggested that they receive customer service training.

**Motion by Rumrell, seconded by Blevins, carried 7/0, with Gordon and Sikes-Kline absent, to approve the renovations recommended by the Parks and Recreation department.**

**Yea: Rumrell, Blevins, Kass, Arnold, Phillips, Wicks, Cox**

**Nay: None**

**Absent: Sikes-Kline, Gordon**

13. MONTHLY REPORTS PROVIDED IN PACKETS

Maxfield stated that the monthly reports were provided in the agenda packet. Susan Phillips, St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau Director, provided an update on the advertising Request for Proposal (RFP) for the management advertisement contract. She proposed that once the contract was signed, it would go out immediately, as the current contract was set to expire at the end of March, put together a bridge program, and referenced that a recent study was included in the agenda packet and to not pressure the new advertising market agency to make a decision but allow them time to review.

Brenda Swann, St. John County Cultural Council Interim Executive Director, provided an update on the goals and Tourist Development Council (TDC) grant-funded programs and events. Discussion ensued on gathering information, speaking with the Board of County Commission,

hiring a consultant, and questioning the TDC involvement. She also provided additional information on the Council's involvement with the St. Johns County Cultural Plan.

#### 14. MEMBER COMMENTS

Joseph thanked the Council members for the meeting and expressed looking forward to marketing and advertisement efforts.

Rumrell spoke about the 250th anniversary of the signing of the Constitution, and he mentioned that the Daughter of the American Revolution wanted to organize a parade on July 4th and suggested considering a large firework display in the City of St. Augustine to celebrate the 250 years.

Phillips stated that they were celebrating 100 years of the Excelsior High School Museum building and being nominated for the second year as the best small-town museum in America. She also thanked the Council for the opportunity to serve as the Tourist Development Council (TDC) chair and expressed her excitement about serving this year.

Blevins thanked the hospitality staff and recognized James Beard, a culinary chef, and the great culinary experience in St. Johns County.

Wicks asked Phillips to update the council on the Black History Museum, expectations moving forward, and how the TDC could assist in moving the process forward. Phillips stated that she could provide more details at the next meeting.

Cox expressed his agreement with Kass concept regarding the sub-brands on marketing and advertising.

Kass expressed appreciation to Phillips for the great job she had done over the last year as Chair of the TDC.

#### 15. NEXT MEETING DATE

Maxfield stated that the next meeting was scheduled for March 10, 2025.

#### 16. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 4:06 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

## **TDC Regular Meeting – March 10, 2025**

Agenda Item 7 – TDC BOARD MEMBER RECOMMENDATION – Sara Maxfield (Action Required)

As requested in the January meeting, the solicitation for applications to the Tourist Development Council was readvertised for 30 days. The updated summary of applications is included.

Currently, the terms of three members are expiring.

Troy Blevins – Accommodation Member  
Charles Cox – Non-Accommodation Member  
Michael Wicks – Non- Accommodation Member

At least one, and up to two, of the current vacancies may be filled by an Accommodation Member.

At least one, and up to two, of the current vacancies may be filled by a Non-Accommodation Member.

At the January meeting, a recommendation to the Board of County Commissioners was made to reappoint Troy Blevins as an Accommodation Member and reappoint Mr. Charles Cox as a Non-Accommodation member.

**March 10, 2025 TDC Meeting**

**Agenda Item 7 - TDC Board Member Recommendation 2025 TDC APPLICANTS - Updated 3/3/25**

<b>TDC NON-ACCOMODATION APPLICANTS</b>			
<b>NAME</b>	<b>ORGANIZATION/EMPLOYMENT</b>	<b>EDUCATIONAL BACKGROUND</b>	<b>AFFILIATIONS</b>
Charles Cox	President of San Sebastian Winery, Lakeridge Winery & Vineyards, Prosperity Vineyards	4 Years University Study of Architecture, Building Science, Business Economics, and Marketing	Member of SJC Chamber of Commerce, Member of Visitors and Convention Bureau, Member of Florida Grape Growers Association, Member of Visit Florida, Member of the Orlando VCB
JoAnna Engel	CFO, The Tasting Tours, Founder, Co-Owner	Graduated, Florida Real Estate Academy and Broker License	St. Johns County Visitors and Convention Bureau, Womens Food Alliance and Elk Club
Eric Fundora	Manager, G.J. Gardner Homes	Associates of Science	SJC Chamber, St. Augustine Yacht Club, various other nonprofits and association boards
James Loggins	VP of Business Development, CADDIEMASTER Enterprises	BFA, Communications	Crosswater Community Church, PGA Tour - Volunteer Chairman - RSM Classic, First Tee
Tony Mazullo	Secure 7 Transportation, CEO	Masters in Business Management	Rotary Club, Knights of Columbus, City Commission Planning Board
Janeen Sara	Owner/Operator LuLi's Fine Art Gallery	BA Communications, Flagler College	Board Member/Chair Women in Film & Television Florida, Co-Chair Young Film Makers Contest
Albert Syeles	President of Romanza President of Epicenter Alliance Inc	Certified Management Accountant, Certified Business Manager, Graduate Certificate in Project Management,	Visit Florida Culture, Heritage, Rural and Nature Committee; Institute of Management Consultants
Michael Wicks	Self Employed Certified Financial Planner	Florida State University BA Political Science, The American College Financial Consultant	Friends of the Ponte Vedra Concert Hall Board Member, Tourist Development Council Member, The Blood Alliance Board Member

<b>TDC ACCOMODATIONS APPLICANTS</b>			
<b>NAME</b>	<b>ORGANIZATION/EMPLOYMENT</b>	<b>EDUCATIONAL BACKGROUND</b>	<b>AFFILIATIONS</b>
Samuel (Troy) Blevins	Jalaram Hotels	Bachelor of Arts	Rotary of St. Augustine, Elks Lodge 829, President of Home Again of St. Johns, Trustee on St. Augustine Historic Society
<b>NAME</b>	<b>ORGANIZATION/EMPLOYMENT</b>	<b>EDUCATIONAL BACKGROUND</b>	<b>AFFILIATIONS</b>
Kim Devlin	Realtor, Keller Williams Atlantic Partners	BA, Organizational Communications	None provided
Dirk Lobenbrick	Compliance Officer and HR Manager, EverBank	JD, Law; Masters in Business Admin; MA in Anthropology; BA in Anthropology and Sociology	Society for Human Resources Management, Human Resources Certification Institute, International Public Management Association, Society of Corporate Compliance Ethics
Hannah Rullo	Attorney at Ansbacher Law	JD, Law; BA	St. Johns Women Lawyers, St. Johns County Tiger Bay, Junior Service League of St. Augustine
Gloreatha Scurry-Smith	Owner, CCORE Solutions, Consulting Company	BA, Business Management and Business Administration	Minorities In Motion, Clay County Charter Reivew Member, Former House District 5 Congressional Candidate
Anna Straughan	NYS Early Intervention	Bachelors and Masters in Social Work	Kids Bridge and Junior Service League
Raj Vavilala	GEHA	MBA	Various Volunteer Organizations

**Notes:**

**Does not appear requirements are met based on provided information**



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

REC: 12.10.24

1 YEAR: 12.10.25

**Board/Committee Name:** Tourist Development Council

**First Name:** Charles

**Last Name:** Cox

*\* Similar Name matches a current member of Tourist Development Council, term expiring 2/2/2025 12:00:00 AM*

**Address:** 3689 Lone Wolf Trail

**City, State Zip:** St. Augustine, FL 32086

**Home Phone:**

**Cell Phone:** (904) 501-5077

**Work Phone:** (904) 826-1594

**Email:** cgcox@seavin.com

**District:** 3

### Most Recent Occupation/Employer:

President, Seavin, Inc. DBA San Sebastian Winery, Lakeridge Winery & Vineyards, Prosperity Vineyards

### Past Work Experience/Employers:

I have worked for my current company for the past 32 years.

### Civic Clubs, Organizations:

Member and past Board member of the St. Johns County Chamber, Member and past Board Member and 3 time Chairman of the St. Johns County VCB, Past Board of Trustees member of the St. Augustine Lighthouse, Member and past board member of the Florida Grape Growers Assoc., Member of the Orlando Visitors and Convention Bureau, Member of Visit Florida. Current Board member of the St. Johns County Tourist Development Board.

### Elected or Appointed Positions:

### Do you do Business with the County:

No Details:

### Do you Have and Employment or Contractual Relationship with the County:

No Details:

### Voting Conflict:

No Details:



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Number of Times Recused:

NA      **Details:**

## Subject of Active Civil or Criminal Investigation:

No      **Details:**

## Negative Publicity:

No      **Details:**

## Educational Background:

4 Years Auburn University, Studying Architecture, Building Science, Business Economics, and Marketing.

## References:

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
Peter Yesawich	Friend	(407) 701-6071
John Fraser	Friend	(904) 806-1440
Jeanne Burgess	Co-Worker (41 years)	(352) 978-8253

## Additional Information:

Over the past 32 years I have overseen the growth of Florida's largest winery, developing and executing PR and Marketing programs, including creative, brand building, event marketing, and hosting 250,000 guests annually to our 2 hospitality centers. Revenue growth in that time expanded from \$535,000 to \$17,000,000 annually along with developing 2 additional brands and expanding multi state distribution. In addition, over the past 40 years I have traveled extensively nationally and internationally visiting 26 countries throughout the world and counting. While living in St. Johns County I have served for 18 of those years on the Visitors and Convention Bureau board, 3x as it's Chairman and I am well versed in the Tourist Development tax, it's uses, value to the local economy and how it is distributed for the benefit of the County tourism, through the various categories. I have owned and operated a short term rental home and been a bed tax collector during my residency in St. Johns County. In addition to the over \$17,000,000 in ad spending for the wineries over the past 30 years, I also managed a program for the state department of Agriculture promoting all 24 Florida Wineries branded "TryFloridaWine", ad spending in excess of \$2,400,000. from 2012-2018. I believe all of these experiences have me well prepared for serving on the TDC board.



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

**Board/Committee Name:** Tourist Development Council **Rec 1.29.25 Expires 1.29.26**

**First Name:** JoAnna

**Last Name:** Engel

**Address:** 438 Crescent Key Dr

**City, State Zip:** Saint Augustine, FL 32086

**Home Phone:**

**Cell Phone:** (904) 540-8333

**Work Phone:**

**Email:** joanna@thetastingtours.com

**District:** 3

### Most Recent Occupation/Employer:

The Tasting Tours CFO, Founder, Co-owner 14 years

### Past Work Experience/Employers:

The Black Raven Pirate ship 2 years  
Broker Owner Advantage Realty  
Broker Owner JoAnna Engel Realty

### Civic Clubs, Organizations:

Women's Food Alliance -10 years  
St Johns County VCB -13 years  
Elks Club - New member

### Elected or Appointed Positions:

### Do you do Business with the County:

Yes **Details:** The Tasting Tours LLC. CFO Founding Owner  
88 Riberia St

### Do you Have and Employment or Contractual Relationship with the County:

Yes **Details:** 1

### Voting Conflict:

No **Details:**

### Number of Times Recused:





# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Details:

### Subject of Active Civil or Criminal Investigation:

No Details:

### Negative Publicity:

No Details:

### Educational Background:

Graduated Columbia High School Lake City FL 1981  
Graduated Rheberg's Hairstyling Academy Lake City FL 1982  
Graduated The Florida Real Estate Academy Jacksonville FL 1995  
Graduated Florida Real Estate Academy Broker Lic. 2000  
GRI 2002  
QuickBooks Certified 2018

### References:

Name	Relationship	Phone
Barbara Golden	Friend	(904) 669-8142
Leigh Cort	Friend	(904) 806-3613
Bill McRea	Colleague	(904) 377-8331

### Additional Information:

JoAnna P. Engel – Tourism Industry Leader in St. Johns County

With 18 years of experience in St. Johns County's tourism industry, I have had the privilege of witnessing its tremendous growth and transformation. My journey began in 2009 with The Black Raven Pirate Ship, where I spent two years before transitioning to food tours with City Walks. In 2011, I co-founded The Tasting Tours LLC alongside my business partner and best friend, Andrea Jones.

As a long-time business owner and active participant in the local tourism landscape, I have firsthand experience navigating the challenges and opportunities that come with the industry's rapid expansion. After the 2024 Nights of Lights season, I was struck by the overwhelming congestion and lack of traffic direction, particularly in the downtown core. Our company operates three electric carts and contracts with two carriage companies year-round, giving me unique insight into the complexities of managing tourism-related transportation and visitor experiences.

I bring to the table a wealth of experience, a strong business background, and a problem-solving mindset. I believe in teamwork, constructive solutions, and forward-thinking strategies. My philosophy is that if you bring a problem, you should also bring three potential solutions. As a business owner, I understand the balance between revenue growth and sustainability, ensuring that tourism continues to benefit both visitors and the local community.

I am eager to contribute my knowledge, leadership, and collaborative approach to the St. Augustine Tourism Board and help shape a sustainable, efficient, and prosperous future for our industry.



# St. Johns County Board of County Commissioners

---

Office of the Board of County Commissioners



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

Rec. 08/14/24  
1 Yr. 08/14/25

**Board/Committee Name:** Tourist Development Council

**First Name:** Eric

**Last Name:** Fundora

**Address:** 4350 Palm Street

**City, State Zip:** Saint Augustine, FL 32084

**Home Phone:** (904) 325-6701

**Cell Phone:** 9043256701

**Work Phone:**

**Email:** thefunwaycompany@yahoo.com

**District:** 5

### **Most Recent Occupation/Employer:**

Manager at G.J. Gardner Homes

### **Past Work Experience/Employers:**

Retired from 22 years as Firefighter/Paramedic at Miami Dade County Fire Department. Fire Lieutenant/Paramedic Monroe County Fire Department.

### **Civic Clubs, Organizations:**

Member of St. John's Chamber, Member of St. Augustine Yacht Club. Served as President, Vice President, Chairman, Vice Chairman and Treasurer in various non for profits and association boards.

### **Elected or Appointed Positions:**

### **Do you do Business with the County:**

No **Details:**

### **Do you Have and Employment or Contractual Relationship with the County:**

No **Details:** 0

### **Voting Conflict:**

No **Details:**

### **Number of Times Recused:**

No **Details:**

### **Subject of Active Civil or Criminal Investigation:**



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:**

### Negative Publicity:

No **Details:**

### Educational Background:

Associate in Science Degree

### References:

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
Frank Hernandez	Friend	(786) 216-9694
Fernando Gomez	Professional	(305) 710-4319
Caridad Jimenez	Mother in Law	(786) 256-3281

### Additional Information:

As a lifetime volunteer and public servant, I would love to continue serving our community. I bring many years of strong customer service and communication experience.

Thank you for your consideration.



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

REC: 8.14.24

1 YEAR: 8.14.25

**Board/Committee Name:** Tourist Development Council

**First Name:** James

**Last Name:** Loggins

**Address:** 67 Riva Ridge Place

**City, State Zip:** Saint Johns, FL 32259

**Home Phone:** (912) 223-3433

**Cell Phone:** (912) 223-3433

**Work Phone:**

**Email:** jamesdloggins@gmail.com

**District:** 1

### Most Recent Occupation/Employer:

Vice President of Business Development - CADDIEMASTER Enterprises

### Past Work Experience/Employers:

Senior Director - CADDIEMASTER Enterprises

Director - CADDIEMASTER Enterprises

Program Manager - CADDIEMASTER Enterprises

Director of Youth and Children - Brunswick First United Methodist Church

### Civic Clubs, Organizations:

Crosswater Community Church

PGA Tour - Volunteer Chairman - RSM CLassic

First Tee

### Elected or Appointed Positions:

### Do you do Business with the County:

No      **Details:**

### Do you Have and Employment or Contractual Relationship with the County:

No      **Details:** 0

### Voting Conflict:

No      **Details:**



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

**Number of Times Recused:**

0      **Details:**

**Subject of Active Civil or Criminal Investigation:**

No      **Details:**

**Negative Publicity:**

No      **Details:**

**Educational Background:**

BFA - Communications - Valdosta State University 2003

**References:**

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
Tom Keeley	Colleague	(904) 377-1984
Dan Costello	Direct Report	(904) 240-2757
Chris Zarbaugh	Mentor	(248) 388-6899

**Additional Information:**



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

Rec. 1/17/25  
1 Yr. 1/17/26

**Board/Committee Name:** Tourist Development Council

**First Name:** MAZULLO

**Last Name:** Tony

**Address:** 94 Daniel park circle

**City, State Zip:** Ponte vedra, FL 32081

**Home Phone:**

**Cell Phone:** (904) 907-9812

**Work Phone:**

**Email:** Secure7transport@gmail.com

**District:** 4

**Most Recent Occupation/Employer:**

Secure7transportation ceo  
Consulting in construction business

**Past Work Experience/Employers:**

Jmpitstop llc consultant in building codes

**Civic Clubs, Organizations:**

Rotary club ,knight of Columbus city commission planning board

**Elected or Appointed Positions:**

**Do you do Business with the County:**

No **Details:**

**Do you Have and Employment or Contractual Relationship with the County:**

No **Details:** 0

**Voting Conflict:**

No **Details:**

**Number of Times Recused:**

**Details:**

**Subject of Active Civil or Criminal Investigation:**



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:**

## Negative Publicity:

No **Details:**

## Educational Background:

Business management masters degree from queens college new york

## References:

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
Chris sanna	Friend	(631) 946-0546
Will readon	Friend	(386) 864-0400
Madeline goodenough	Friend	(386) 547-6566

## Additional Information:

I am a very common sense educated person very mechanically inclined ,been in business for over 40 years





# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

Rec. 2/3/25  
1 Yr. 2/3/26

**Board/Committee Name:** Tourist Development Council

**First Name:** Janeen

**Last Name:** Sara

**Address:** 755 Promenade Pointe Drive

**City, State Zip:** St. Augustine, FL 32095

**Home Phone:** (904) 392-6231

**Cell Phone:**

**Work Phone:**

**Email:** lilusartandantiques@gmail.com

**District:**

### Most Recent Occupation/Employer:

I own and operate LiLu's Fine Art Gallery at 82 Charlotte street in downtown St. Augustine.

### Past Work Experience/Employers:

I used to own LuLi's Cupcakes on San Marco Ave. in uptown St. Augustine.

### Civic Clubs, Organizations:

I am a Board Member and Board Chair for Women in Film & Television (WIFT) Florida. I am also the co-chair of the Young Film Makers Contest with the Jane Austen Society of North America (JASNA).

### Elected or Appointed Positions:

### Do you do Business with the County:

No    **Details:**

### Do you Have and Employment or Contractual Relationship with the County:

No    **Details:** 0

### Voting Conflict:

No    **Details:**

### Number of Times Recused:

**Details:**

### Subject of Active Civil or Criminal Investigation:



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:**

## Negative Publicity:

No **Details:**

## Educational Background:

High School Diploma from SAHS  
BA in Communications from Flagler College

## References:

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
Elizabeth Waring	friend	(850) 973-7772
Candy Helms	neighbor	(904) 505-6960
Michael Delorenzo	Landlord	(904) 377-5582

## Additional Information:

I am a life long resident of St. Augustine. I have both lived here and had successful business here. I am plugged into the local community, as well as, the tourists and transplants. I think my extensive knowledge of the people, places and things of St Johns county will benefit the tourism council and add some perspective of a local and business owner.



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

Rec: 12.27.24

1 Year: 12.27.25

**Board/Committee Name:** Tourist Development Council

**First Name:** Albert

**Last Name:** Syeles

**Address:** 83 Bridge Street

**City, State Zip:** St. Augustine, FL 32084

**Home Phone:**

**Cell Phone:** 9045014336

**Work Phone:**

**Email:** asyeles@gmail.com

**District:** 5

### Most Recent Occupation/Employer:

President, Romanza - St. Augustine, Inc. 501(c)(3)

President, EpiCentre Alliance, Inc. 501(c)(3)

### Past Work Experience/Employers:

Executive Director Government Relations, SBC Communications (AT&T), Washington, DC

Accounting Policy Director SBC HQ, San Antonio, TX

Accounting Supervisor, IT Supervisor, Southern New England Telephone (SNET), Connecticut

IT Supervisor (SNET, Sikorsky Aircraft, and CIGNA), Connecticut

Operations Supervisor (Social Security Administration.), Connecticut

U S Navy, Virginia

### Civic Clubs, Organizations:

Visit Florida CHRN Committee (Culture, Heritage, Rural and Nature), Member

Institute of Management Accountants, Connecticut Chapter President

Federal Communicaitons Bar Association, Washington DC, Member

### Elected or Appointed Positions:

### Do you do Business with the County:

Yes **Details:** Romanza applies for TDC ACH grants.

### Do you Have and Employment or Contractual Relationship with the County:

Yes **Details:** Romanza applies for TDC ACH grants, and one is currently funded.



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Voting Conflict:

No **Details:** TDC ACH grant applications are ranked by a separate Funding Panel. The rankings as a package, may then be "recommended" through the TDC to the BCC for funding.  
The TDC Board approval and recommendation of the Funding Panel's ranking and funding level

## Number of Times Recused:

**Details:**

## Subject of Active Civil or Criminal Investigation:

No **Details:**

## Negative Publicity:

No **Details:**

## Educational Background:

Certified Management Accountant (CMA) - Institute of Management Accountants  
Certified Business Manager - Association of Professionals in Business Management  
Graduate Certificate in Project Management - Boston University  
Award Winning Composer - [www.FilmFreeway.com/AlbertSyeles](http://www.FilmFreeway.com/AlbertSyeles)  
BA (Political Science) - Duquesne University

## References:

Name	Relationship	Phone
Susan Phillips	Business - VCB	(904) 209-4430
Eric Becher, PhD	Business - Vavarde S	(904) 575-0526
Steven Marr	Business - St. Augus	(904) 460-3223

## Additional Information:

Entrepreneur, businessman, nonprofit leader, and composer.  
President and co-founder (2009) of Romanza - St. Augustine, Inc., a performing arts nonprofit in St. Augustine, FL.  
Also, President and founder (2019) of The St. Augustine EpiCentre Alliance, an organization of cultural organizations.  
Winner of numerous awards for music composition.

Previously Executive Director at SBC Communications (which later bought AT&T and took that name) in Washington DC, San Antonio and New Haven.

Certified Management Accountant (CMA)

Specialties: Planning, organizing, leading and controlling organizations.  
Cost accounting; plant asset management; revenue planning. Music composing, arranging, recording, mixing, and mastering.

<https://www.linkedin.com/in/syeles/>



# St. Johns County Board of County Commissioners

---

Office of the Board of County Commissioners



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

Rec. 1/21/25  
1 Yr. 1/21/26

**Board/Committee Name:** Tourist Development Council

**First Name:** Michael

*\* Similar Name matches a current member of  
Tourist Development Council, term expiring  
8/25/2013 12:00:00 AM*

**Last Name:** Wicks

**Address:** 24 Guana Drive

**City, State Zip:** Ponte Vedra Beach, FL 32082

**Home Phone:**

**Cell Phone:** (407) 230-0813

**Work Phone:**

**Email:** mwicks3896@yahoo.com

**District:** 1

### **Most Recent Occupation/Employer:**

Self Employed Certified Financial Planner for 31 years

### **Past Work Experience/Employers:**

### **Civic Clubs, Organizations:**

Friends of the Ponte Vedra Concert Hall Board Member 8 years  
The Blood Alliance Board Member

### **Elected or Appointed Positions:**

### **Do you do Business with the County:**

No **Details:**

### **Do you Have and Employment or Contractual Relationship with the County:**

No **Details:** 0

### **Voting Conflict:**

No **Details:**

### **Number of Times Recused:**

**Details:**



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Subject of Active Civil or Criminal Investigation:

No Details:

## Negative Publicity:

No Details:

## Educational Background:

Florida State University BA Political Science  
The American College Chartered Financial Consultant  
Certified Financial Planner

## References:

Name	Relationship	Phone
Phil McDaniel	friend	(904) 806-1440
Jerry Wilson	friend	(404) 861-7111
Sean Hickham	friend	(407) 883-1083

## Additional Information:

I have served for the last three years on the Tourist Development Council and would like to continue serving the community in this capacity. I believe my experience will enable me to be an effective member of the Board. I have served the St Johns County community since moving here 18 years ago working to build sidewalks in Ponte Vedra Beach and working with the Friends of the Ponte Vedra Concert Hall to move forward with the current expansion project under the leadership of Jerry Wilson. I have worked to build relationships with County staff and the Tourist industry in order to be an effective member of this Board.



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

REC: 11.20.24

1 YEAR: 11.20.25

**Board/Committee Name:** Tourist Development Council

**First Name:** Samuel

**Last Name:** Blevins

**Address:** 138 Markland Place

**City, State Zip:** St Augustine, FL 32084

**Home Phone:**

**Cell Phone:** (904) 669-7901

**Work Phone:** (904) 669-7901

**Email:** troy@walkingmc.com

**District:** 5

**Most Recent Occupation/Employer:**

Jalaram Hotels / Kanti Patel

**Past Work Experience/Employers:**

A.D. Davis Construction  
St Johns County

**Civic Clubs, Organizations:**

Rotary of St Augustine-Elks Lodge 829- President of Home Again of St Johns - Trustee on St Augustine Historic Society

**Elected or Appointed Positions:**

**Do you do Business with the County:**

No **Details:**

**Do you Have and Employment or Contractual Relationship with the County:**

No **Details:** 0

**Voting Conflict:**

Yes **Details:** I work with Non profits that may receive funding.

**Number of Times Recused:**





# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

1      **Details:** I am Trustee on St Augustine Historic Society was getting approved for funding and as a volunteer Trustee on that board. I recused myself

**Subject of Active Civil or Criminal Investigation:**

No      **Details:**

**Negative Publicity:**

No      **Details:**

**Educational Background:**

Bachelor of Arts from Flagler College

**References:**

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
Mike Davis	Friend	(904) 669-1522
David Chatterton	Friend	(904) 669-7992
Kanti Patel	owner of company	(904) 826-5504

**Additional Information:**

As former Parks and Recreation Director and private sector experience it creates a balance and knowledge of the TDC Board that not many possess. Accommodations board members are required per state guidelines, and I qualify under the category of accommodations.



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

Rec: 9.4.24

1 Year: 9.4.25

**Board/Committee Name:** Tourist Development Council

**First Name:** Kim

**Last Name:** Devlin

**Address:** 4000 Grande Vista Blvd

**City, State Zip:** St. Augustine, FL 32084

**Home Phone:** (904) 747-0183

**Cell Phone:** (904) 747-0183

**Work Phone:**

**Email:** kimdevlin@mac.com

**District:** 5

**Most Recent Occupation/Employer:**

Realtor - Kim Devlin Team

**Past Work Experience/Employers:**

Realtor 2011 to 2015 - Berkshire Hathaway  
Realtor 2017 to 2022 - RE/MAX Leading Edge  
Realtor 2022 to 2023 - Vista Collective  
Realtor 2023 to Current - Keller Williams Atlantic Partners

**Civic Clubs, Organizations:**

**St. Johns Parcels Owned:**

4000 Grande Vista Blvd Unit 110 St Augustine FL

**Companies/Industries with Financial Interest:**

None

**Elected or Appointed Positions:**

**Do you do Business with the County:**

No      **Details:**

**Do you Have and Employment or Contractual Relationship with the County:**



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:** 0

## Voting Conflict:

No **Details:**

## Number of Times Recused:

**Details:**

## Subject of Active Civil or Criminal Investigation:

No **Details:**

## Negative Publicity:

No **Details:**

## Educational Background:

Bachelors of Arts - Organizational Communications

## References:

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
Kristen Pytel	Partner	(904) 240-6247
Kelly Lawrence	Colleague	(904) 495-4300
Rusty Davis	Colleague	(904) 446-0475

## Additional Information:

As a dedicated Realtor in St. Johns County with extensive experience in navigating local regulations and real estate trends, I bring a strong understanding of how zoning, development, and property adjustments impact both homeowners and the broader community. My role requires a deep knowledge of housing markets and the evolving needs of residents, which makes me well-suited to contribute valuable insights to the Board of Adjustments and Appeals. By serving in this capacity, I aim to stay informed about local developments, while leveraging my expertise to assist in fair and thoughtful decision-making that benefits the community as a whole.



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

**Board/Committee Name:** Tourist Development Council

Rec 9.30.24 Exp 9.30.25

**First Name:** DIRK

**Last Name:** LOBENBRUCK

**Address:** 513 White Feather Ct

**City, State Zip:** Saint Johns, FL 32259

**Home Phone:** (951) 818-9556

**Cell Phone:** (951) 818-9556

**Work Phone:**

**Email:** dvslobenbruck@gmail.com

**District:** 1

### Most Recent Occupation/Employer:

Occupation: Compliance Officer & Human Resources Manager

Employer: EverBank, N.A.

### Past Work Experience/Employers:

Occupation: Director, HR & Compliance

Company: Athena Ag.

Occupation: Human Resources & Operations Consultant

Company: InSight Compliance

Occupations (all same employer):

Director, Business Operations & Internal Audit

Human Resources Business Partner & Regional Compliance Officer

Regional Information Security Officer

Organization & Human Resources Manager

Employer: Bosch and Siemens Home Appliances Corp.

Occupation: Senior Litigation Paralegal

Employer: Kirtland & Packard LLP

Occupation: Human Resources Administrator

Employer: Skycastle Entertainment, Inc. (a division of NBCUniversal Media, LLC)

### Civic Clubs, Organizations:

Professional Organizations:

Society for Human Resource Management (SHRM) [current]

Human Resource Certification Institute (HRCI) [current]

International Public Management Association (IPMA) [current]

Society of Corporate Compliance and Ethics (SCCE) [current]

Civic Clubs and Public Interest Groups:



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

Grand Lodge of Free & Accepted Masons: Member [current]  
Fair Housing Council of Orange County: Senior Paralegal & Community Mediator [past]  
Los Angeles Free Legal Clinic: Senior Paralegal [past]  
Archaeological Association of South-Central Kansas: President, Vice-President, Treasurer [past]  
Wichita State University: Committee Member, Court of Appeals [past]

## **Elected or Appointed Positions:**

### **Do you do Business with the County:**

No      **Details:**

### **Do you Have and Employment or Contractual Relationship with the County:**

No      **Details:**    0

### **Voting Conflict:**

No      **Details:**

### **Number of Times Recused:**

**Details:**

### **Subject of Active Civil or Criminal Investigation:**

No      **Details:**

### **Negative Publicity:**

No      **Details:**

## **Educational Background:**

Academic Background:

School: Western State University, College of Law

Field of Study: Law

Degree: Juris Doctor

School: California State University

Field of Study: Business Management and Administration

Degree: Master of Business Administration

School: Wichita State University

Field of Study: Anthropology

Degree: Master of Arts

School: Wichita State University

Field of Study: Anthropology, Sociology

Degree: Bachelor of Arts



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Certifications:

SHRM-CP: Certified Professional in Human Resources

SPHR: Senior Professional in Human Resources

Florida Notary Public

FMLA, HIPAA

OSHA-10

Bookkeeping & Accounting

## References:

Name	Relationship	Phone
Stephanie Broder	Co-Worker	(888) 882-3837
John Kreiser	Realtor, Friend	(951) 496-9313
Gene Abadilla	Ministry Leader	(951) 454-4489

## Additional Information:

### Volunteer Activities:

1. Betty Griffin Center [current]
2. Habitat for Humanity, Jacksonville [current]
3. Rethreaded [current]
4. Sulzbacher Center [current]
5. Boys & Girls Club of Northeast Florida [current]

### B. Leadership Roles (Non-Work Related):

1. Alliance Business Resource Group: Co-Chair [current]
2. Archaeological Association of South-Central Kansas: President, Treasurer [past]

### Technical Skills:

1. MS Suite
2. MS Project
4. G-Suite
5. SharePoint
6. NetSuite
7. SAP

### Soft Skills:

1. Leadership skills
2. Strong communicator
3. Problem-solver
4. Dependable
5. Project Management



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

REC: 8.14.24

1 YEAR: 8.14.25

**Board/Committee Name:** Tourist Development Council

**First Name:** Hannah

**Last Name:** Rullo

**Address:** 18 N. St. Augustine Blvd., Apt. 1

**City, State Zip:** St. Augustine, FL 32080

**Home Phone:**

**Cell Phone:** (412) 956-2124

**Work Phone:**

**Email:** hannahrullo@gmail.com

**District:** 5

**Most Recent Occupation/Employer:**

Attorney at Ansbacher Law from 2020 - Present

**Past Work Experience/Employers:**

Law Clerk at Upchurch, Bailey & Upchurch from 2013 - 2020

**Civic Clubs, Organizations:**

St Johns Association Women Lawyers; St. Johns County Tiger Bay; Junior Service League of St. Augustine

**St. Johns Parcels Owned:**

18 N. St. Augustine Blvd., Apt. 1, St. Augustine, Florida 32080 (condominium unit).

**Companies/Industries with Financial Interest:**

N/a

**Elected or Appointed Positions:**

**Do you do Business with the County:**

No      **Details:**

**Do you Have and Employment or Contractual Relationship with the County:**

No      **Details:** 0



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

**Voting Conflict:**

No      **Details:**

**Number of Times Recused:**

**Details:**

**Subject of Active Civil or Criminal Investigation:**

No      **Details:**

**Negative Publicity:**

No      **Details:**

**Educational Background:**

Florida Coastal School of Law - JD 2019  
Flagler College - BA 2015

**References:**

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
John Bailey	Former Employer	(904) 377-5114
Barry Ansbacher	Employer	(904) 568-1000
Ashley Englund	Friend	(603) 548-3450

**Additional Information:**





# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

Rec. 2/13/25  
1 Yr. 2/13/26

**Board/Committee Name:** Tourist Development Council

**First Name:** Gloreatha

**Last Name:** Scurry Smith

**Address:** 281 Aspinwall Parkway

**City, State Zip:** St. Augustine, FL 32095

**Home Phone:**

**Cell Phone:** (904) 759-1233

**Work Phone:**

**Email:** GloSmith@comcast.net

**District:** 5

### Most Recent Occupation/Employer:

**Owner: CCORE Solutions:** I am the owner of a consultant company with over 35 years of public, social and entrepreneurship experience in administration, senior management, education, and healthcare. CCORE Solutions is a full-service resource focused on serving the comprehensive needs of communities with a focus on urban renewal, and investment in our inner cities. I am an experienced professional bringing an approach to providing Consulting, Career Opportunities, Resources, and Education to clients. CCORE Solutions will be able to offer a more balanced quality service that is designed to develop and grow safe and thriving full-service communities. CCORE Solution's mission is to collaborate with other organizations that assist individuals by improving their skills and abilities for high paying and high quality jobs. The company collaborates and serves small businesses, agencies, and non-profit organizations by providing business strategy assistance, training, and mentoring.

**Former Employer: Northwell Health and serves as the AVP, Business Strategy of Ambulatory Optimization Office of Access Strategies: Responsibilities:**

- ? Practices operations and strategies
- ? Training assessments and evaluation methods to measure program effectiveness and to continually improve resources
- ? Accountable for KPIs and responsible for measurement and reporting of ongoing financial and operational performance
- ? Oversaw strategic planning, implementation and evaluation of enterprise learning experiences related to enhancing the patient and customer experience
- ? Collaborates with the development and leads the hospital-based implementation of efficient and effective operational policies, processes, tools, and educational materials within all functional areas
- ? Directs cross functional revenue cycle projects and collaborates with other hospital leadership to ensure that needs/concerns/requests in relation to Patient Access processes are being addressed proactively and in ways that do not negatively impact efficiencies or operational flows
- ? Assess the skills, competencies, and training needs of employees to develop and deliver training and education programs, specifically in the areas of information systems, customer service, patient workflow, and physician practice operations

**Formativ Health/Northwell: Director of Learning and Development; Responsibilities:**

- ? Identified learning needs and assisted in the design, delivery, and evaluation of interventions aimed at achieving patient satisfaction goals



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

- ? Leveraged data science and advanced analytics to drive insights to actions, measure KPIs to improve patient experience, retention and loyalty
- ? Spearheaded the planning, organizing, managing, and delivering training for Ambulatory Practices in collaboration with leadership across the ambulatory network
- ? Training on other departmental reports and dashboards to monitor the success of customer experience initiatives and introduced processes for the teams to examine and act on customer feedback, including root cause analysis, data collection, and process optimization efforts
- ? Facilitated education and coaching aimed to integrate all staff, during numerous organizational touch points, in a consistent service excellence philosophy to promote an everyday culture of service excellence

## **Past Work Experience/Employers:**

Executive Office of the Governor Rick Scott: Staff Assistant to Lieutenant Governor and Program Analyst and Community Outreach to Governor Scott: Responsibilities:

- ? Served as a liaison between citizens, agencies, organizations, government officials and/or representative
- ? Attended and represented an public meetings throughout the region to increase public awareness at the grass-roots level for the Lt. Governor and Governor's legislative agenda and priorities. These efforts provided immediate and positive support within the community

Kids First of Florida, Inc., Revenue Maximation, Utilization and Mental Health Management:

- ? Supervised the Utilization Management (UM) process and procedures; providing training and program-level changes to maintain Medicaid compliance and submissions of prior authorizations
- ? Managed unit budgets caseworkers and supervisors coordinating services for children and families in foster care, in and out-of-homecare, adoption program, and family preservation (including mental health services, and Medicaid enrollment and eligibility, adoption subsidy and community outreach)
- ? Oversaw program assessments, establishing and managing the unit's budget for all program services
- ? Spearheaded the development of the agency's policies and procedures for the Florida's Child Welfare Prepaid Mental Health Program
- ? Improved patient outcomes by addressing gaps in clinical education, improving healthcare team engagement

## **Civic Clubs, Organizations:**

I am the founder of Minorities In Motion, a conservative Alliance in N.E. Florida.

- ? 2017/2018 Clay County Charter Review Commission Member
- ? Former 2014 and 2016 House District 5 Florida Congressional Candidate
- ? Volunteerism Schell-Sweet Community Resource Center, a subsidiary of Edward Waters University, El-Beth-El Development Center, and Shiloh Outreach Center
- ? Board as Member-At-Large, and Campaign and Election Chair For the Florida Federation of Republican Women
- ? Florida RNC Black American Council Co-Chair
- ? Florida's Spearhead Campaign Chair For the National Federation of Republican Women

I was a Republican delegate alternate from Florida to the 2016 Republican National Convention.

## **Elected or Appointed Positions:**

## **Do you do Business with the County:**

No      **Details:**



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

**Do you Have and Employment or Contractual Relationship with the County:**

No      **Details:** 0

**Voting Conflict:**

No      **Details:**

**Number of Times Recused:**

**Details:**

**Subject of Active Civil or Criminal Investigation:**

No      **Details:**

**Negative Publicity:**

No      **Details:**

**Educational Background:**

Bachelor of Arts in Business Management and Master of Business Administration Degrees

**References:**

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
Janice Wallace	Friend	(904) 955-9767
Jo Knott	Friend	(904) 904-7074
Lauren Prater	Friend	(516) 343-3663

**Additional Information:**



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

Rec: 11.15.24

1 Year: 11.15.25

**Board/Committee Name:** Tourist Development Council

**First Name:** Anna

**Last Name:** Straughan

**Address:** 66 Coquina Avenue

**City, State Zip:** Saint Augustine, FL 32080

**Home Phone:** (904) 501-3162

**Cell Phone:** (904) 501-3162

**Work Phone:** (904) 501-3162

**Email:** acstraughan@gmail.com

**District:** 5

### Most Recent Occupation/Employer:

I work for NYS Early Intervention remotely and I am a homefinding social work consultant for various adoption agencies in New York City where I complete adoption home studies. At this time, I am only doing re-certifications and post-placement social work.

I am currently in school to get my second bachelor in Speech Pathology and hope to start my Masters program in Speech Pathology next year.

### Past Work Experience/Employers:

I worked in foster care for the majority of career in Miami and New York City. I was a foster care care worker, a preventative child welfare case worker, and I worked in research and program evaluation at a foster care agency in Brooklyn.

There were my employers:

Children's Home Society - Dependency Case Worker (Human Trafficking Unit)

MercyFirst - Foster Care Caseworker and Research Coordinator

Lower East Side Family Union - Preventative Case Worker

Little Flower - Service Provider for children in foster care

Children's Aid- Foster Care Homefinder

Therapists2Go - as Early Intervention Service Coordinator (I still work here)

I had also worked in retail throughout graduate school

### Civic Clubs, Organizations:

I was in JumpStart in college where I volunteered in a preschool, I taught ESOL at Saint Rita's Immigrant Center in the Bronx, I worked as a tutor for South Bronx United, and I volunteered with Girls on the Run in Manhattan. Currently, I volunteer weekly at Kids Bridge and applied to the Junior Service League for the January class.



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Elected or Appointed Positions:

### Do you do Business with the County:

No      **Details:**

### Do you Have and Employment or Contractual Relationship with the County:

No      **Details:**    0

### Voting Conflict:

No      **Details:**

### Number of Times Recused:

0      **Details:**

### Subject of Active Civil or Criminal Investigation:

No      **Details:**

### Negative Publicity:

No      **Details:**

## Educational Background:

Masters of Social Work from Fordham University  
Bachelor of Social Work from Fordham University

Second Bachelor from Utah State University (online) PENDING SPRING 2025 GRADUATION

## References:

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
Lynn Straughan	Mother	(904) 806-4508
Sandy Acuff	Volunteer Supervisor	(904) 874-4412
Sarah Strominger	Friend	(904) 377-2981

## Additional Information:

I grew up in Saint Augustine and I am raising my children here. I grew up being a huge part of the community as my mom is a social worker like myself. I am very committed to the city the issues that Saint Augustine faces. I want to make the town a growing place for families to thrive.



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

## Application

Rec: 6.3.2024

1 Year: 6.3.2025

**Board/Committee Name:** Tourist Development Council

**First Name:** Raj  
**Last Name:** Vavilala  
**Address:** 352 Vale Dr  
**City, State Zip:** Saint Augustine, FL 32095  
**Home Phone:** 9042008881  
**Cell Phone:** 9042008881  
**Work Phone:** 9043256499  
**Email:** vavilala\_raj@hotmail.com

**District:**

**Most Recent Occupation/Employer:**  
GEHA

**Past Work Experience/Employers:**  
Blue cross blue shield of Florida

**Civic Clubs, Organizations:**  
Various volunteer organizations

**St. Johns Parcels Owned:**  
352 vale drive  
4424 coastal highway

**Companies/Industries with Financial Interest:**

**Elected or Appointed Positions:**

**Do you do Business with the County:**  
No      **Details:**

**Do you Have and Employment or Contractual Relationship with the County:**



# St. Johns County Board of County Commissioners

Office of the Board of County Commissioners

No **Details:** 0

## Voting Conflict:

No **Details:**

## Number of Times Recused:

No **Details:**

## Subject of Active Civil or Criminal Investigation:

No **Details:**

## Negative Publicity:

No **Details:**

## Educational Background:

MBA

## References:

<b>Name</b>	<b>Relationship</b>	<b>Phone</b>
Charlie Kirksey	Executive	(904) 563-3800
Austin Browne	Executive	(912) 663-7242
Carla Jenkins	Executive	8166948412

## Additional Information:

Very blessed and successful in marketing, sales, revenue generation specifically in healthcare and tourism, and wanting to now start focusing on helping the community that has enabled my successes.

## **TDC Regular Meeting – March 10, 2025**

Agenda Item 8 – Marketing Management Sub-Contract Status Update



## **TDC Regular Meeting – March 10, 2025**

Agenda Item 9 – Sing Out Loud Update – Dianya Markovits, SJC Culture Events

## **TDC Regular Meeting – March 10, 2025**

Agenda Item 10 – Nights of Lights Update and Discussion Continued

## **TDC Regular Meeting – March 10, 2025**

Agenda Item Monthly Reports (Information Only)

**FY2025 MONTHLY LOTDT DASHBOARD**

<b>Occupancy Month</b>	<b>Net to TDC</b>	<b>+/- PY</b>
December	\$ 2,245,861	1.4%
FYTD	\$ 5,221,358	7.5%
% OF BUDGET		25.0%
% OF FY		20.8%

**BUDGETED \$**                      \$25,084,566

**December Collection Accounts**

<b>Description</b>	<b>Count</b>
RV/MH Park or Campground	29
Hotel or Motel	88
Condo / COOP	2344
Apartment / House / Mobile Home	2268
Bed & Breakfast	32
Other	6
Unknown	1
<b>Total</b>	<b>4768</b>

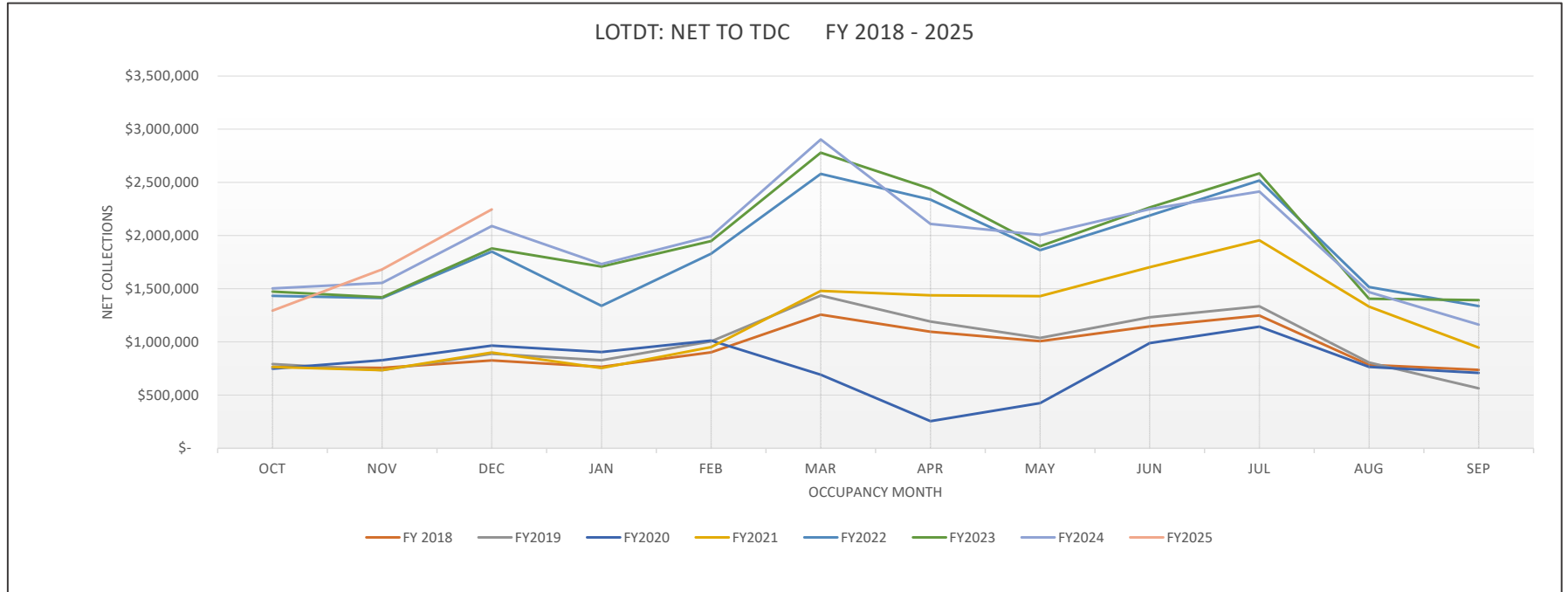
**Net TDT Revenue to the Tourism Department by Fiscal Year**

	FY18	+/-	FY19	+/-	FY20	+/-	FY21	+/-	FY22	+/-	FY23	+/-	FY24	+/-	FY25	+/-
<b>October</b>	\$ 763,934	38.8%	\$ 791,701	3.6%	\$ 748,068	-5.5%	\$ 764,027	2.1%	\$ 1,433,249	87.6%	\$ 1,472,774	2.8%	\$ 1,502,822	2.0%	\$ 1,293,718	-13.9%
<b>November</b>	\$ 755,703	18.1%	\$ 734,460	-2.8%	\$ 828,129	12.8%	\$ 734,256	-11.3%	\$ 1,411,921	92.3%	\$ 1,419,713	0.6%	\$ 1,554,762	9.5%	\$ 1,681,780	8.2%
<b>December</b>	\$ 825,934	15.0%	\$ 888,565	7.6%	\$ 964,804	8.6%	\$ 900,241	-6.7%	\$ 1,848,637	105.3%	\$ 1,878,754	1.6%	\$ 2,089,638	11.2%	\$ 2,245,861	7.5%
<b>January</b>	\$ 765,515	12.6%	\$ 827,594	8.1%	\$ 904,473	9.3%	\$ 754,128	-16.6%	\$ 1,339,161	77.6%	\$ 1,707,915	27.5%	\$ 1,731,678	1.4%		
<b>February</b>	\$ 902,098	3.9%	\$ 1,004,681	11.4%	\$ 1,012,638	0.8%	\$ 950,746	-6.1%	\$ 1,829,297	92.4%	\$ 1,947,956	6.5%	\$ 1,994,649	2.4%		
<b>March</b>	\$ 1,256,045	12.8%	\$ 1,435,691	14.3%	\$ 691,517	-51.8%	\$ 1,479,331	113.9%	\$ 2,580,026	74.4%	\$ 2,778,964	7.7%	\$ 2,903,360	4.5%		
<b>April</b>	\$ 1,095,414	8.2%	\$ 1,191,039	8.7%	\$ 254,852	-78.6%	\$ 1,437,785	464.2%	\$ 2,337,424	62.6%	\$ 2,439,606	4.4%	\$ 2,109,250	-13.5%		
<b>May</b>	\$ 1,006,706	2.6%	\$ 1,037,134	3.0%	\$ 424,308	-59.1%	\$ 1,430,279	237.1%	\$ 1,862,167	30.2%	\$ 1,899,752	2.0%	\$ 2,005,957	5.6%		
<b>June</b>	\$ 1,145,753	26.3%	\$ 1,230,856	7.4%	\$ 988,383	-19.7%	\$ 1,702,388	72.2%	\$ 2,188,339	28.5%	\$ 2,263,926	3.5%	\$ 2,248,389	-0.7%		
<b>July</b>	\$ 1,247,647	4.8%	\$ 1,334,808	7.0%	\$ 1,143,383	-14.3%	\$ 1,954,847	71.0%	\$ 2,517,580	28.8%	\$ 2,584,377	2.7%	\$ 2,413,376	-6.6%		
<b>August</b>	\$ 783,857	14.4%	\$ 805,973	2.8%	\$ 765,057	-5.1%	\$ 1,331,818	74.1%	\$ 1,515,709	13.8%	\$ 1,405,773	-7.3%	\$ 1,467,943	4.4%		
<b>September</b>	\$ 736,935	32.0%	\$ 563,578	-23.5%	\$ 708,515	25.7%	\$ 946,292	33.6%	\$ 1,336,608	41.2%	\$ 1,392,580	4.2%	\$ 1,162,523	-16.5%		
<b>Total</b>	<b>\$ 11,285,541</b>		<b>\$ 11,846,081</b>		<b>\$ 9,434,127</b>		<b>\$ 14,386,139</b>		<b>\$ 22,200,117</b>		<b>\$ 23,192,091</b>		<b>\$ 23,184,347</b>		<b>\$ 5,221,358</b>	
<b>Per Penny</b>	\$ 2,821,385		\$ 2,961,520		\$ 2,358,532		\$ 3,596,535		\$ 4,440,023		\$ 4,638,418		\$ 4,636,869			
<b>Per Penny Growth</b>	13.9%		5.0%		-20.4%		52.5%		23.5%		4.5%		0.0%			

Red indicates months in which the TDT collections were less than the collections of the same month in the prior year

**LOTDT: NET TO TDC**

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	Totals
<b>FY 2018</b>	\$ 763,934	\$ 755,703	\$ 825,934	\$ 765,515	\$ 902,098	\$ 1,256,045	\$ 1,095,414	\$ 1,006,706	\$ 1,145,753	\$ 1,247,647	\$ 783,857	\$ 736,935	\$ 11,285,541
<b>FY2019</b>	\$ 791,701	\$ 734,460	\$ 888,565	\$ 827,594	\$ 1,004,681	\$ 1,435,691	\$ 1,191,039	\$ 1,037,134	\$ 1,230,856	\$ 1,334,808	\$ 805,973	\$ 563,578	\$ 11,846,081
<b>FY2020</b>	\$ 748,068	\$ 828,129	\$ 964,804	\$ 904,473	\$ 1,012,638	\$ 691,517	\$ 254,852	\$ 424,308	\$ 988,383	\$ 1,143,383	\$ 765,057	\$ 708,515	\$ 9,434,127
<b>FY2021</b>	\$ 764,027	\$ 734,256	\$ 900,241	\$ 754,128	\$ 950,746	\$ 1,479,331	\$ 1,437,785	\$ 1,430,279	\$ 1,702,388	\$ 1,954,847	\$ 1,331,818	\$ 946,292	\$ 14,386,139
<b>5% Increase FY2022</b>	\$ 1,433,249	\$ 1,411,921	\$ 1,848,637	\$ 1,339,161	\$ 1,829,297	\$ 2,580,026	\$ 2,337,424	\$ 1,862,167	\$ 2,188,339	\$ 2,517,580	\$ 1,515,709	\$ 1,336,608	\$ 22,200,117
<b>FY2023</b>	\$ 1,472,774	\$ 1,419,713	\$ 1,878,754	\$ 1,707,915	\$ 1,947,956	\$ 2,778,964	\$ 2,439,606	\$ 1,899,752	\$ 2,263,926	\$ 2,584,377	\$ 1,405,773	\$ 1,392,580	\$ 23,192,092
<b>FY2024</b>	\$ 1,502,822	\$ 1,554,762	\$ 2,089,638	\$ 1,731,678	\$ 1,994,649	\$ 2,903,360	\$ 2,109,250	\$ 2,005,957	\$ 2,248,389	\$ 2,413,376	\$ 1,467,943	\$ 1,162,523	\$ 23,184,347
<b>FY2025</b>	\$ 1,293,718	\$ 1,681,780	\$ 2,245,861										



ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2025

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	\$27,592,427.26	-15.1%	\$35,478,105.61	8.7%	\$47,278,718.11	7.3%		
EXEMPT RECEIPTS	-\$1,181,211.46	-31.0%	\$(1,320,708.41)	39.9%	-\$1,433,321.11	1.6%		
TAXABLE RECEIPTS	\$ 26,411,215.80	-14.2%	\$ 34,157,397.20	7.8%	\$45,845,397.00	7.5%		
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,320,560.79</b>	<b>-14.2%</b>	<b>\$ 1,707,869.86</b>	<b>7.8%</b>	<b>\$2,292,269.85</b>	<b>7.5%</b>		
ADJUSTMENTS								
TOTAL TAX DUE	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$2,292,269.85	7.5%		
LESS COLLECTION ALLOWANCE	-\$10,886.83		\$(12,138.80)		-\$16,438.52			
PLUS PENALTY	\$10,068.36		\$ 19,738.92		\$15,201.82			
PLUS INTEREST	\$378.31		\$ 631.74		\$661.32			
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,320,120.63</b>	<b>-13.9%</b>	<b>\$ 1,716,101.72</b>	<b>8.2%</b>	<b>\$2,291,694.47</b>	<b>7.5%</b>		
LESS TAX COLLECTOR & CLERK	\$(26,402.41)	-13.9%	\$(34,322.03)	8.2%	\$(45,833.89)	7.5%		
<b>NET TO TDC</b>	<b>\$ 1,293,718.22</b>	<b>-13.9%</b>	<b>\$ 1,681,779.69</b>	<b>8.2%</b>	<b>\$ 2,245,860.58</b>	<b>7.5%</b>		

FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
-----	------	-----	------	-----	------	-----	------

GROSS RECEIPTS  
 EXEMPT RECEIPTS  
 TAXABLE RECEIPTS  
**TOTAL TAX COLLECTED**  
 ADJUSTMENTS  
 TOTAL TAX DUE  
 LESS COLLECTION ALLOWANCE  
 PLUS PENALTY  
 PLUS INTEREST  
**TOTAL AMOUNT REMITTED**  
 LESS TAX COLLECTOR & CLERK  
**NET TO TDC**

JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD
------	------	------	------	-----	------	-----	------	-----

GROSS RECEIPTS **\$110,349,250.98**  
 EXEMPT RECEIPTS **-\$3,935,240.98**  
 TAXABLE RECEIPTS **\$106,414,010.00**  
**TOTAL TAX COLLECTED** **\$5,320,700.50**  
 ADJUSTMENTS  
 TOTAL TAX DUE **\$5,320,700.50**  
 LESS COLLECTION ALLOWANCE  
 PLUS PENALTY  
 PLUS INTEREST  
**TOTAL AMOUNT REMITTED** **\$5,327,916.82**  
 LESS TAX COLLECTOR & CLERK **-\$106,558.34**  
**NET TO TDC** **\$5,221,358.48**

**FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE**

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$831,589.44	63.0%	-13.9%	\$150,640.19	11.4%	-13.8%	\$258,887.70	19.6%	-11.0%
November	\$1,118,948.60	65.2%	12.3%	\$157,385.40	9.2%	12.4%	\$338,867.19	19.7%	4.4%
December	\$1,423,365.12	62.1%	6.0%	\$196,800.91	8.6%	-9.3%	\$507,725.79	22.2%	21.7%
<b>2025 January</b>									
February									
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$33,042.41	2.5%	-28.0%	\$45,960.89	3.5%	-18.2%	\$ 1,320,120.63
November	\$38,680.67	2.3%	-33.9%	\$62,219.86	3.6%	-6.6%	\$ 1,716,101.72
December	\$67,927.97	3.0%	32.1%	\$95,874.68	4.2%	-7.7%	\$ 2,291,694.47
<b>2025 January</b>							
February							
March							
April							
May							
June							
July							
August							
September							



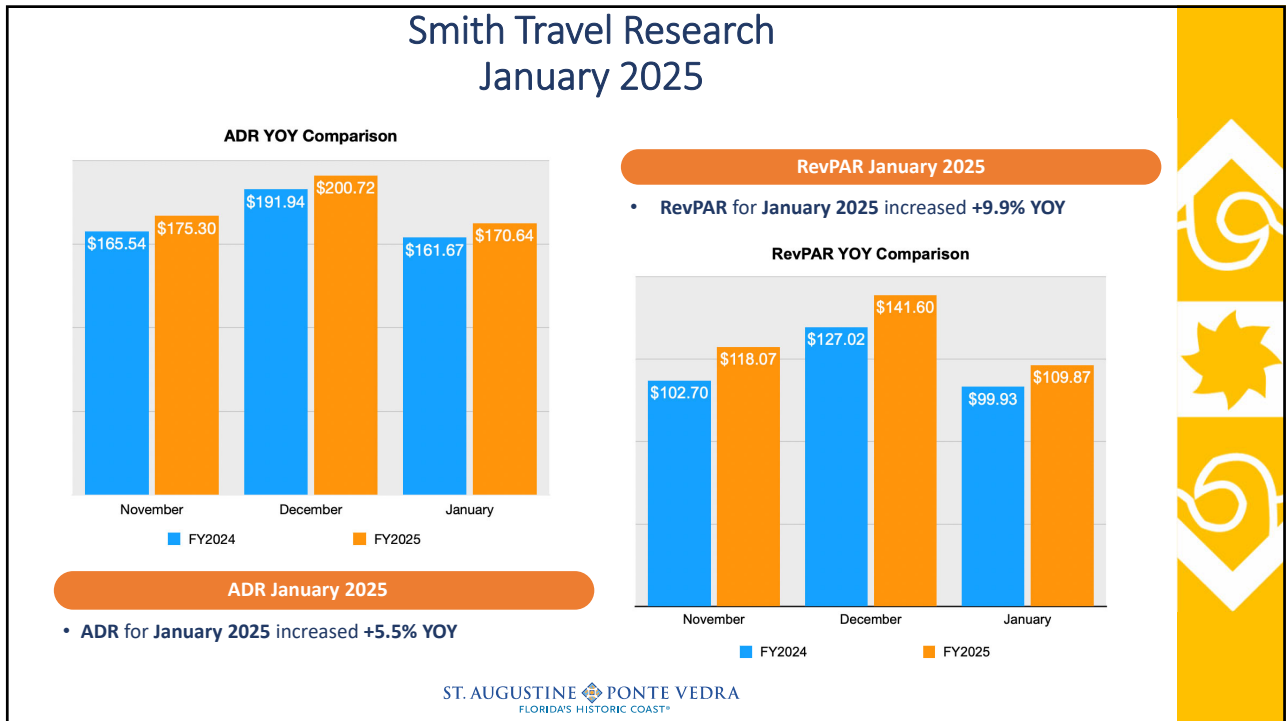
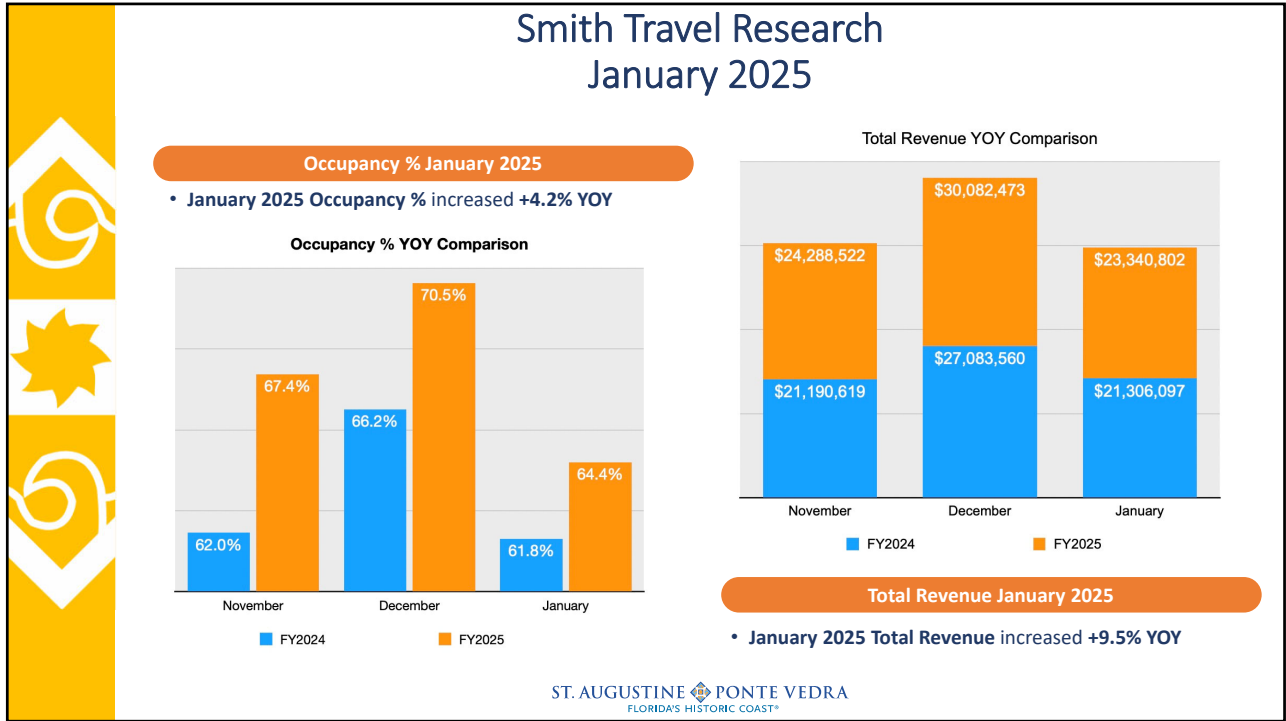
**FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE**

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

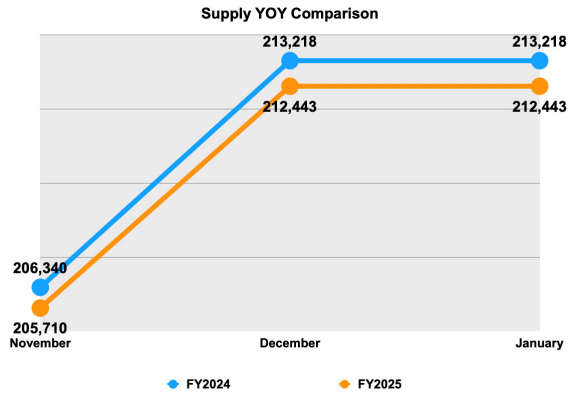
	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
<b>Fiscal Year 2025</b>												
OCT	\$388,397.75	29.4%	-15.3%	\$249,063.57	18.9%	-28.2%	\$542,600.54	41.1%	-9.4%	\$22,125.58	1.7%	2.8%
NOV	\$502,601.36	29.3%	18.8%	\$304,702.42	17.8%	-3.1%	\$774,005.27	45.1%	7.5%	\$12,746.40	0.7%	-56.6%
DEC	\$658,287.57	28.7%	4.7%	\$241,630.95	10.5%	-11.4%	\$1,186,923.21	51.8%	10.7%	\$43,263.01	1.9%	82.3%
JAN												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
<b>FY YTD</b>	<b>\$ 1,549,287</b>			<b>\$ 795,397</b>			<b>\$ 2,503,529</b>			<b>\$ 78,135</b>		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$87,517.29	6.6%	-3.1%	\$14,402.56	1.1%	30.2%	7.7%	\$16,013.34	1.2%	147.8%	\$1,320,120.63
NOV	\$98,374.55	5.7%	21.3%	\$16,879.96	1.0%	23.4%	6.7%	\$6,791.76	0.4%	37.7%	\$1,716,101.72
DEC	\$120,448.10	5.3%	12.1%	\$23,200.63	1.0%	32.2%	6.3%	\$17,941.00	0.8%	79.9%	\$2,291,694.47
JAN											
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
<b>FY YTD</b>	<b>\$ 306,340</b>			<b>\$ 54,483</b>			<b>\$ 40,746</b>				<b>\$ 5,327,917</b>



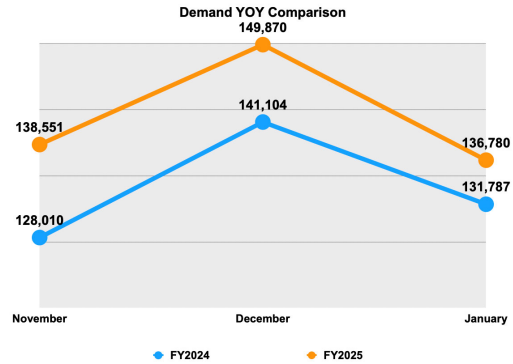


## Smith Travel Research January 2025



### Demand January 2025

• January 2025 Demand increased +3.8% YOY



### Supply January 2025

• January 2025 Supply decreased -0.4% YOY

ST. AUGUSTINE PONTE VEDRA  
FLORIDA'S HISTORIC COAST™

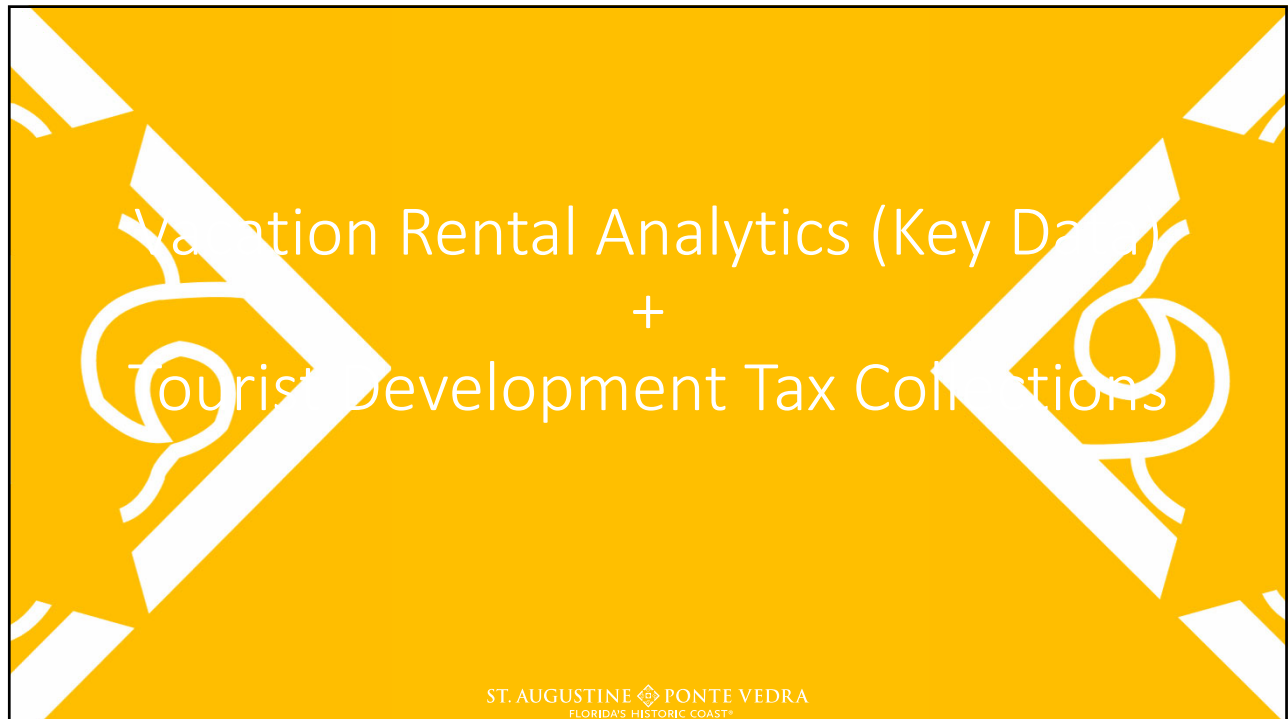
## January 2025 vs. January 2024 Comp Set

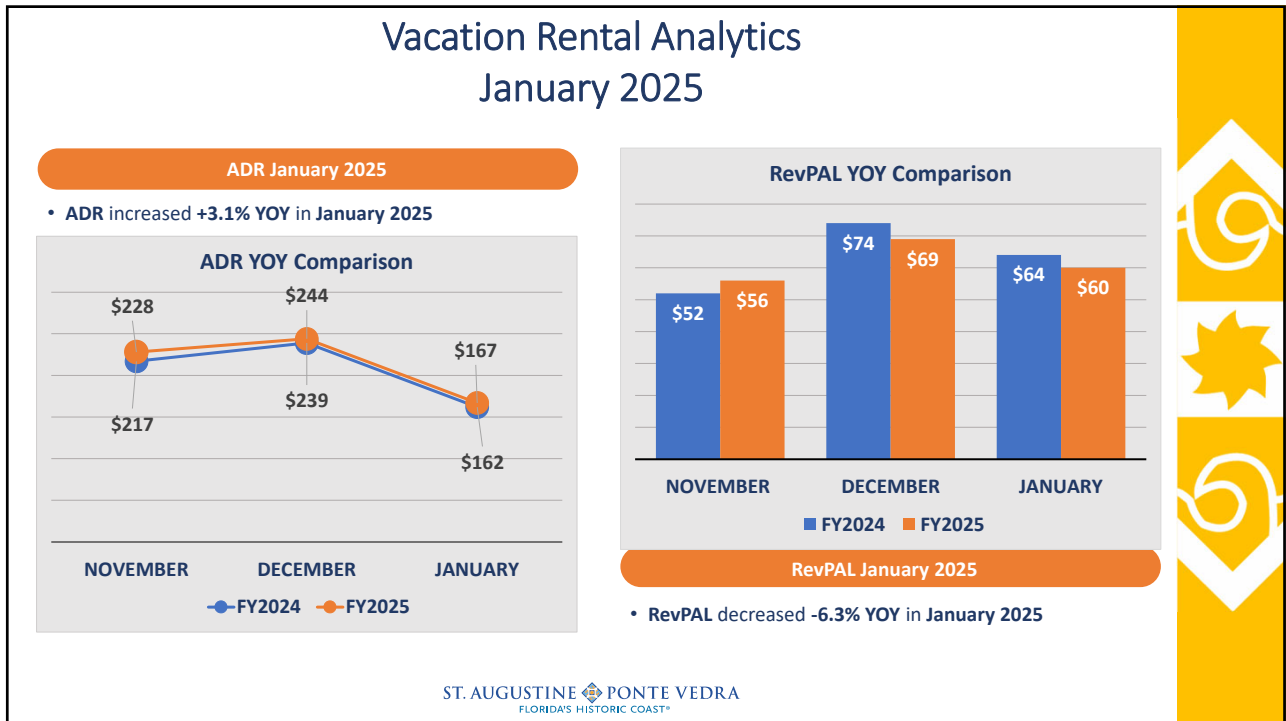
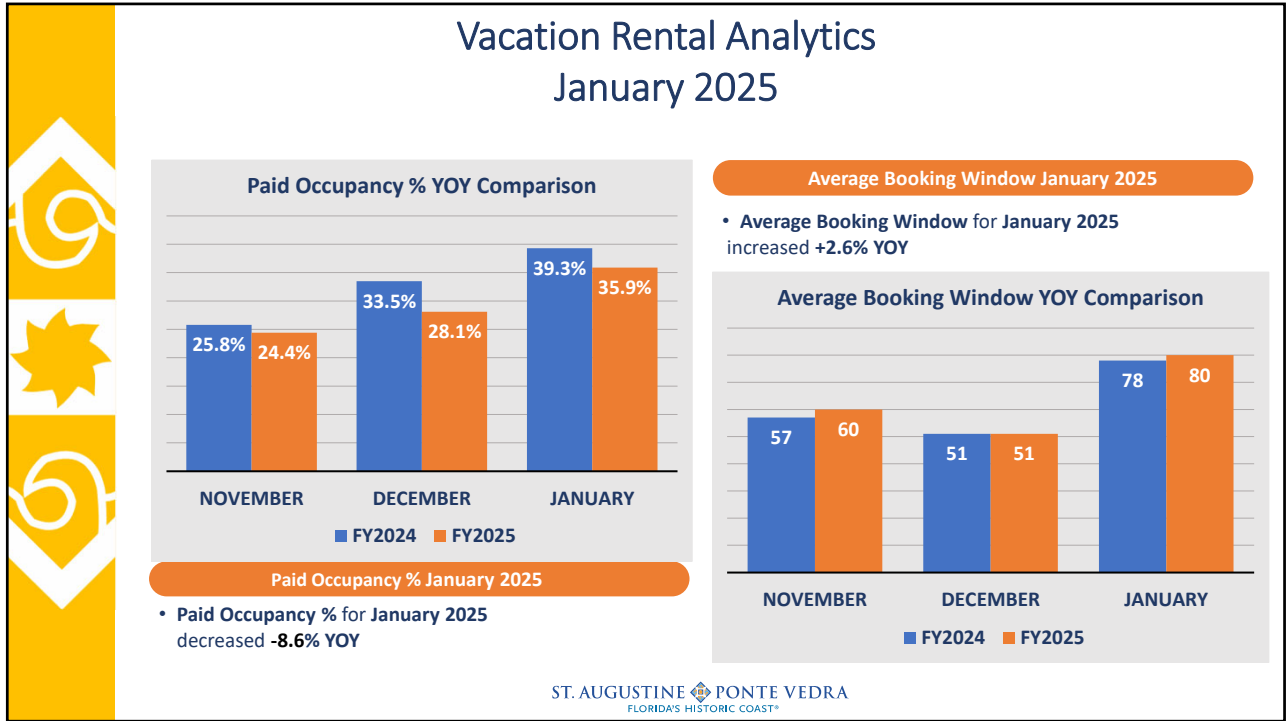
	Occ %	ADR	Percent Change from January 2024					
			2025	2025	Occ	ADR	RevPAR	Room Rev
Hillsborough County, FL	80.3	191.54	10.7	9.0	20.6	18.3	-1.9	8.5
Nassau County, FL	56.8	215.95	16.0	8.9	26.3	19.2	-5.6	9.4
Pinellas County, FL	79.0	185.11	23.6	6.1	31.1	23.7	-5.6	16.7
St Johns County, FL	64.4	170.64	4.2	5.6	9.9	9.5	-0.4	3.8
Charleston, SC	50.4	134.76	-8.1	1.7	-6.5	-7.0	-0.5	-8.6
Jacksonville, FL	65.7	132.91	3.4	4.1	7.6	8.8	1.1	4.5
Myrtle Beach, SC	30.9	75.32	-4.6	6.1	1.2	1.5	0.3	-4.3
Orlando, FL	74.4	202.91	3.3	4.7	8.2	8.2	0.1	3.4
Sarasota, FL	74.2	213.23	7.5	7.2	15.2	16.2	0.9	8.4
Savannah, GA	57.1	126.39	-9.1	4.6	-5.0	-2.6	2.5	-6.8
Fort Walton Beach, FL	37.2	104.83	-5.4	2.7	-2.9	-0.7	2.2	-3.3
Daytona Beach, FL	60.0	156.42	3.7	2.1	5.9	7.3	1.3	5.1
Zip Code 32084+	70.4	169.16	4.2	6.2	10.6	10.6	0.0	4.2
Zip Code 32080+	59.1	147.37	-0.6	4.8	4.2	4.2	0.0	-0.6
Zip Code 32092+	61.9	110.64	5.5	1.0	6.6	6.6	0.0	5.5
Ponte Veda+	62.3	274.30	10.3	5.4	16.3	13.5	-2.4	7.6

ST. AUGUSTINE PONTE VEDRA  
FLORIDA'S HISTORIC COAST™

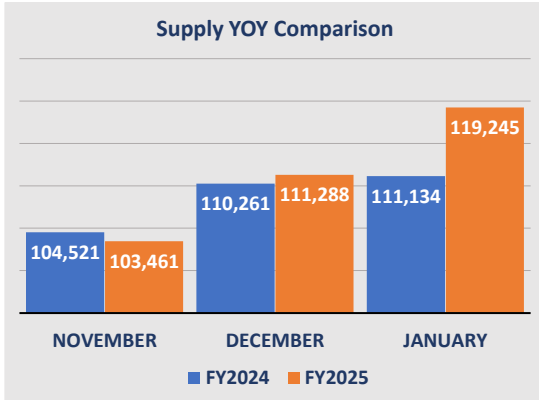
## Glossary of Terms

- Room Night=> One room times one night, it is a basic component of calculations for occupancy, demand, supply, ADR and RevPAR/L;
- Occupancy=> Percent of available room nights that are occupied in a given period of time (Room nights sold divided by available room nights expressed as a percentage);
- ADR=> Average Daily Room Rate (Revenue from the sale of room nights divided by the number of room nights occupied);
- RevPAR/L=> Average revenue per available room night or listing night (Revenue from the sale of rooms in a specific period divided by all available room nights for the period);
- Demand=> Number of room nights sold in a given period of time;
- Supply=> Total number of room nights or listing nights available for sale in a given period (Smith Travel Research (STR) requires that a room be out of order for at least six months before it can be taken out of available room counts);
- Gross Revenue=> Revenue from the sale of rooms in a given period;
- FYTD=> Fiscal year to date





## Vacation Rental Analytics January 2025

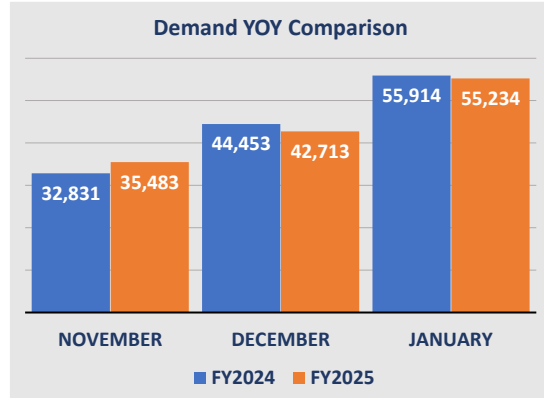


**Supply January 2025**

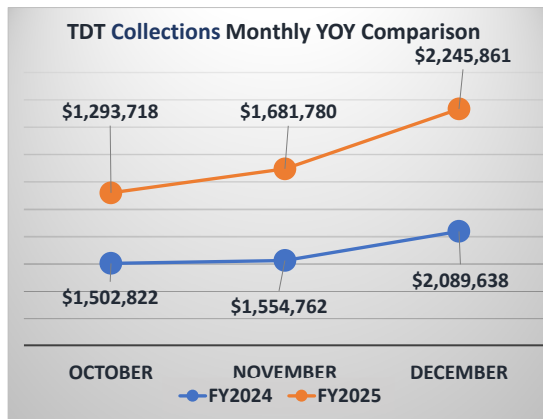
- January 2025 Supply increased +7.3% YOY

**Demand January 2025**

- January 2025 Demand decreased -1.2% YOY



## Tourist Development Tax Collections December 2024

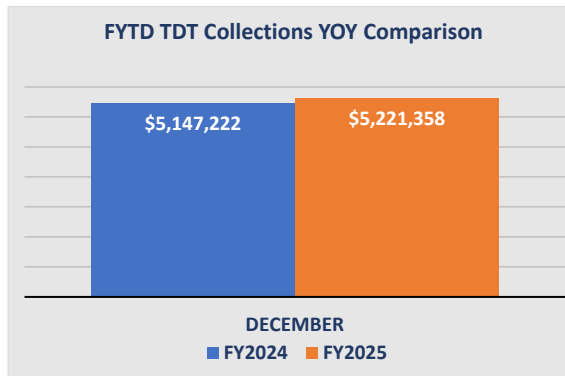


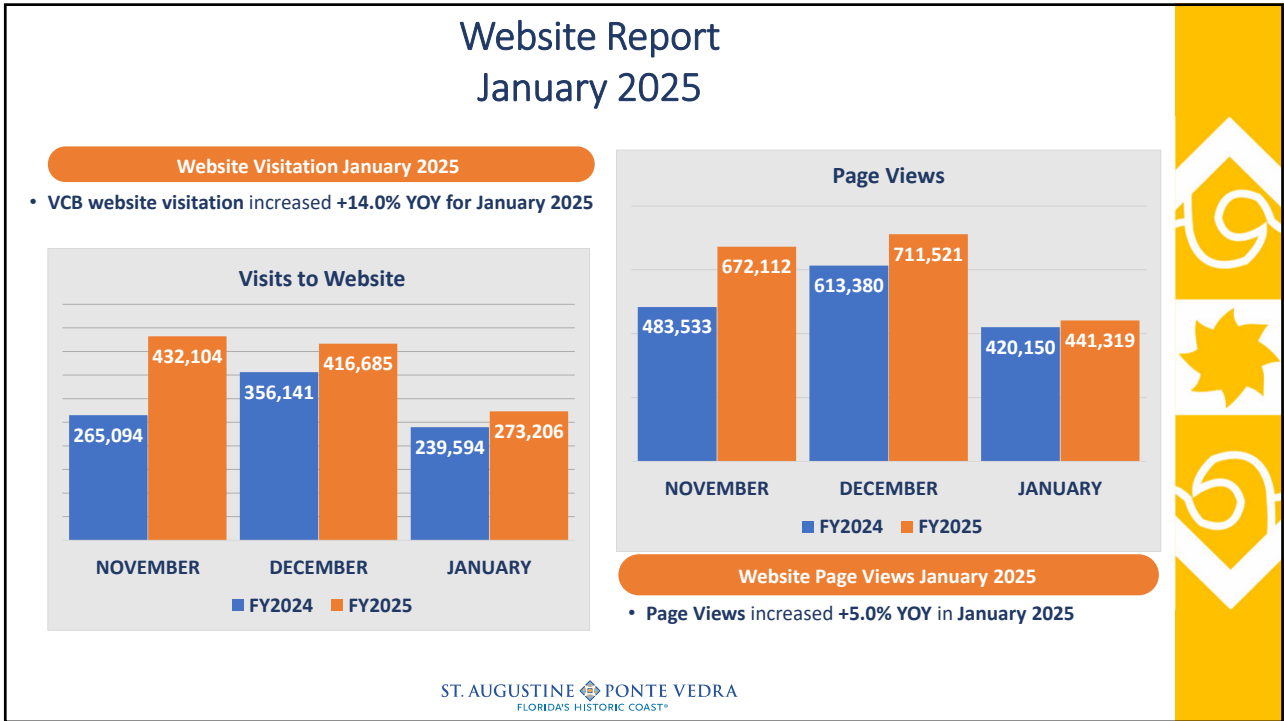
**TDT Collections December 2024**

- December 2024 TDT Collections increased +7.5% YOY

**FYTD TDT Collections December 2024**

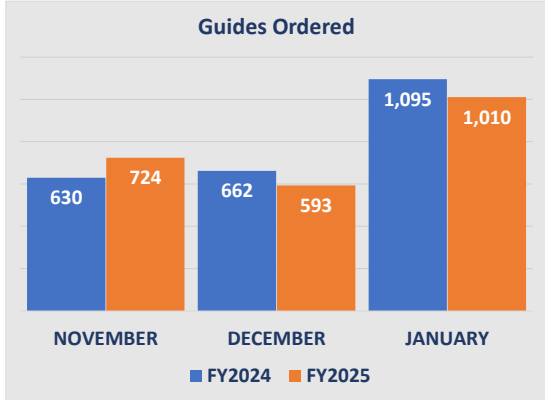
- FYTD TDT Collections increased +1.4% YOY







# Website Report January 2025

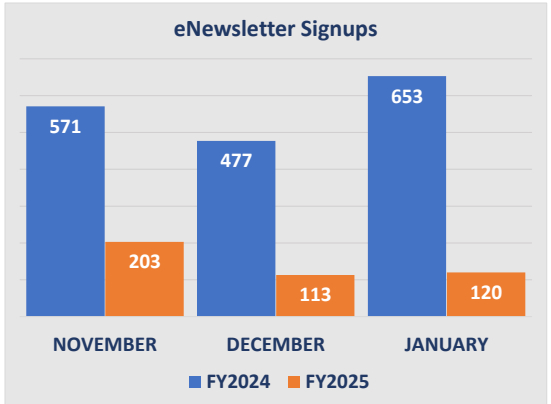


**Guides Ordered January 2025**

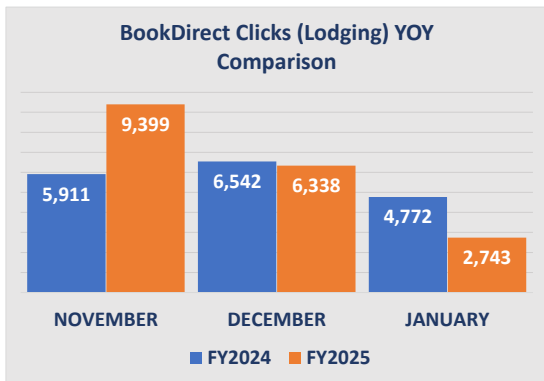
- Guides ordered decreased for January 2025, down -7.8% YOY

**eNewsletter Signups January 2025**

- January 2025 eNewsletter signups decreased -81.6% YOY

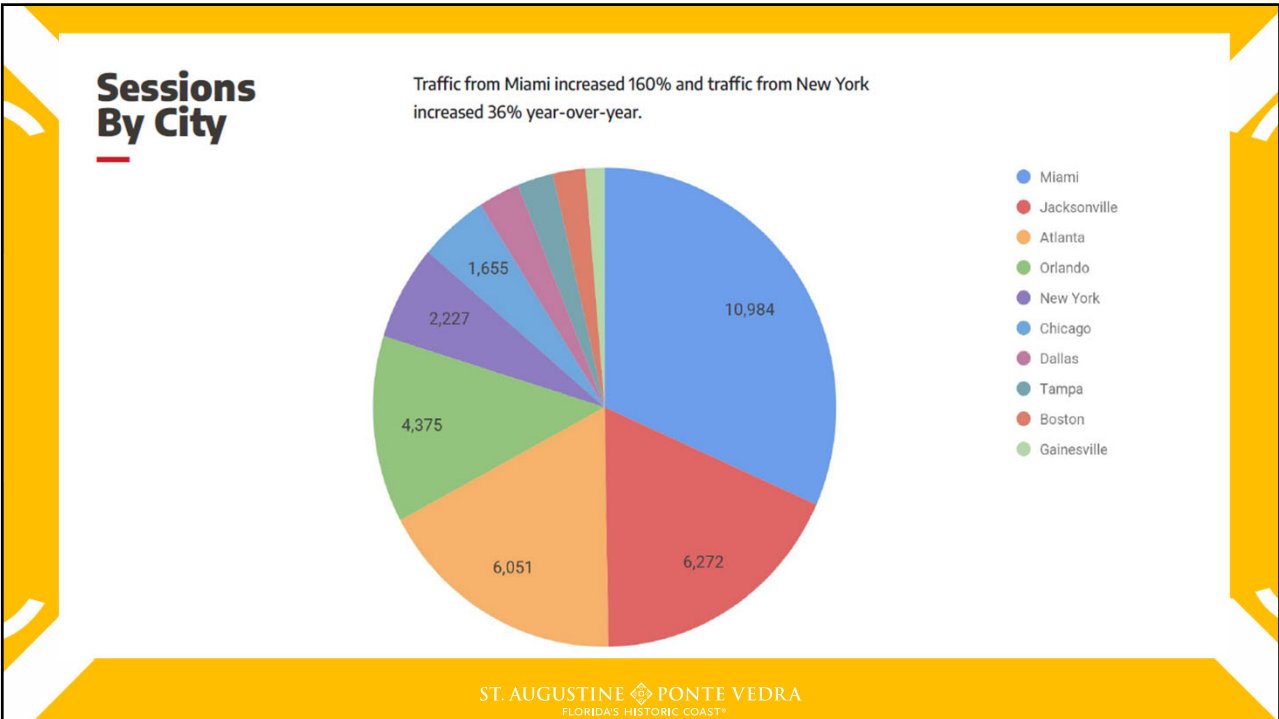
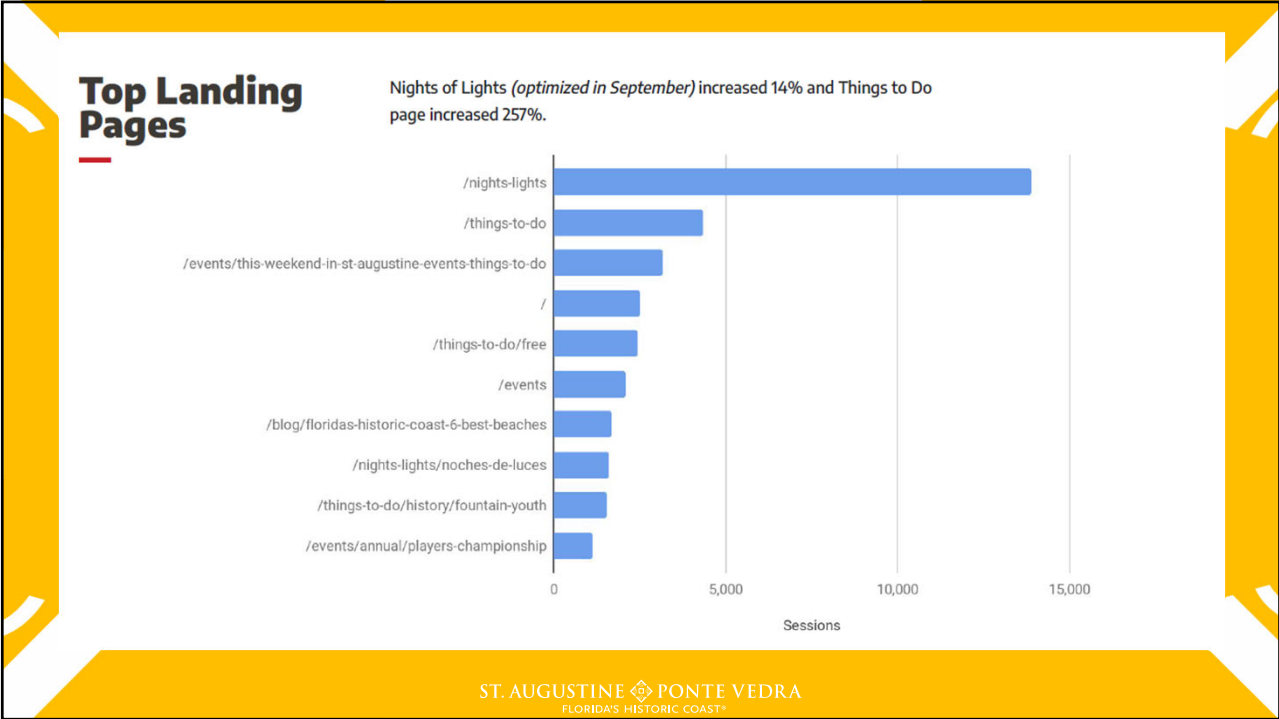


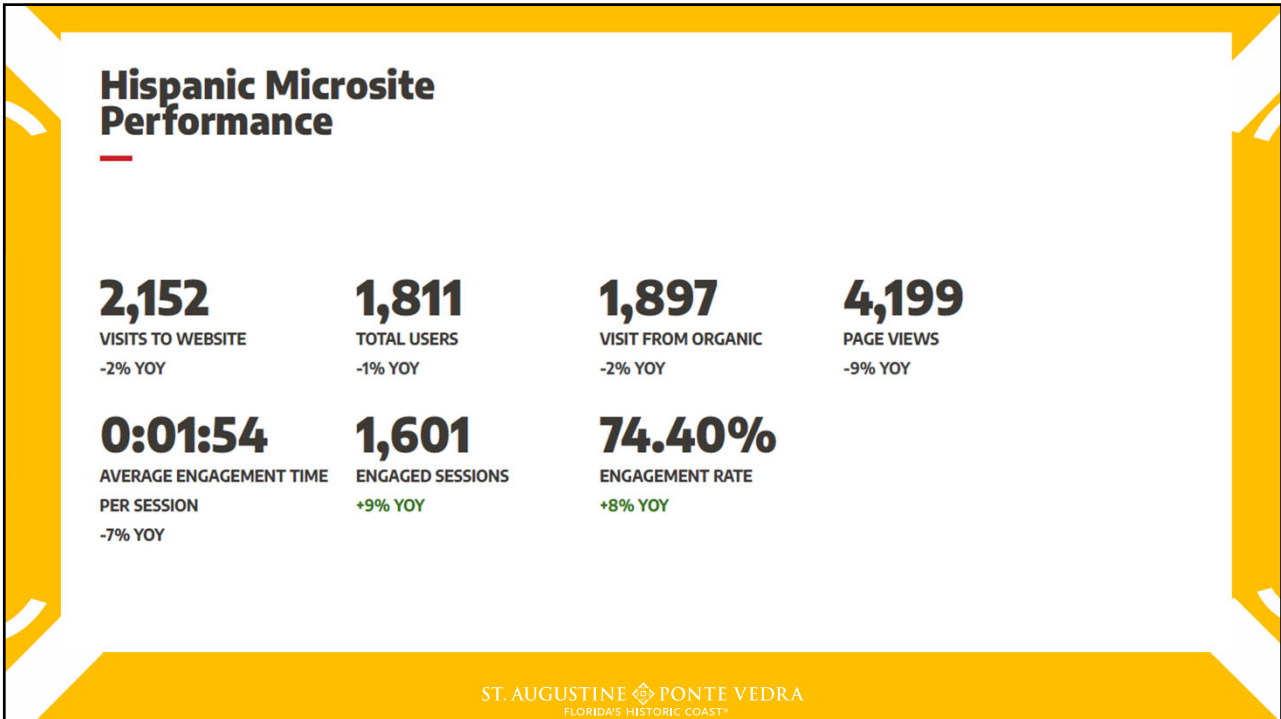
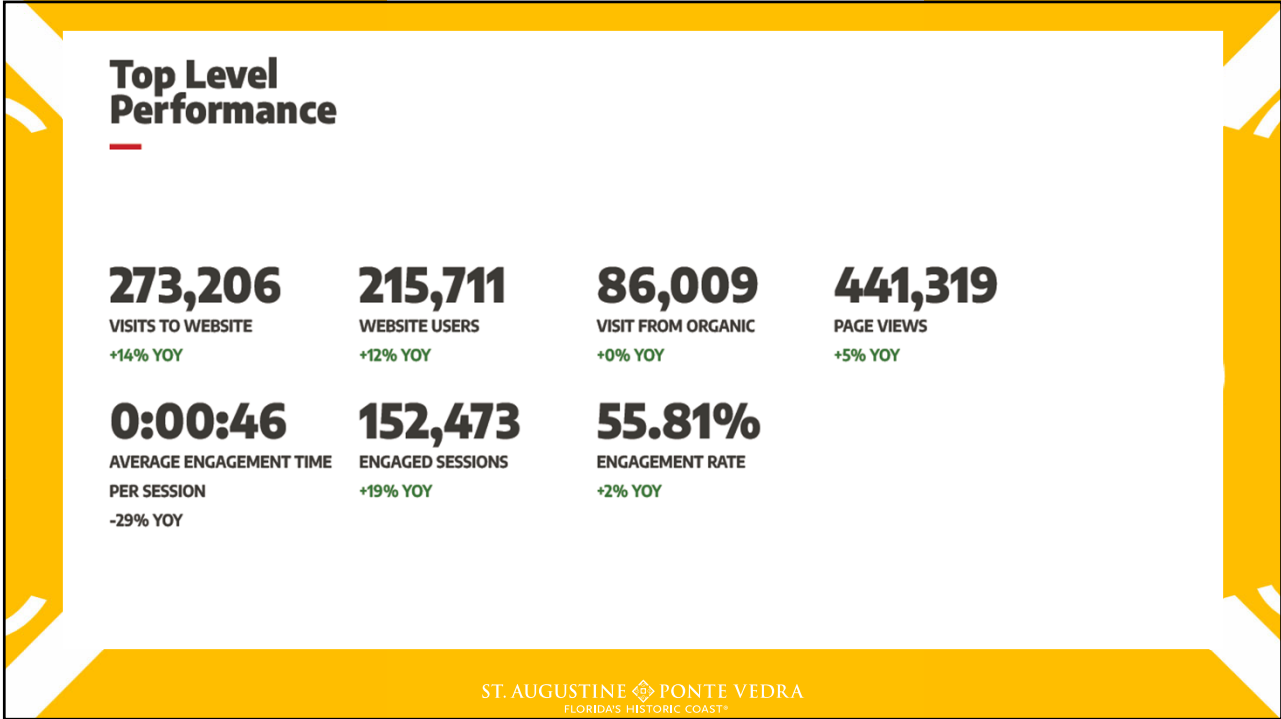
# Website Report January 2025

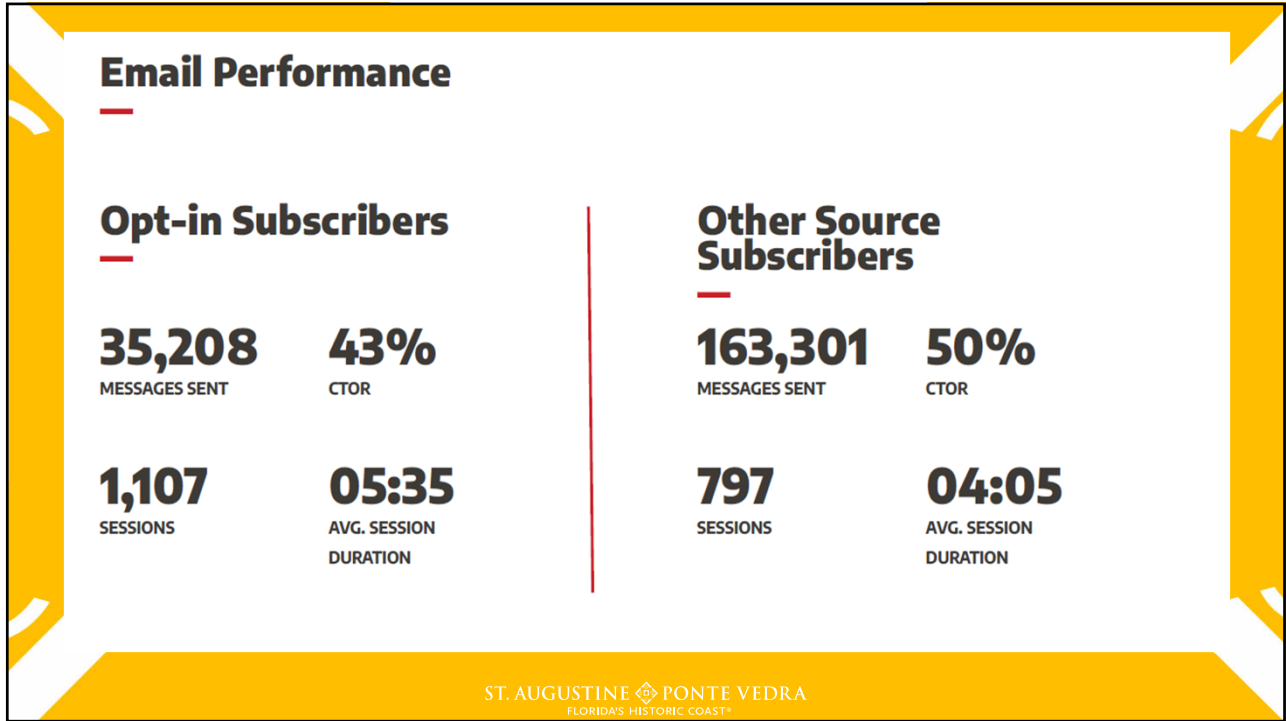


**BookDirect Clicks January 2025**

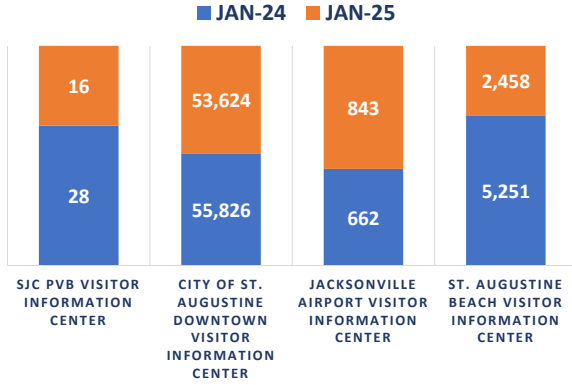
- BookDirect clicks decreased for January 2025 to 2,743 clicks (-42.5% YOY)







## VIC Visitation January 2025

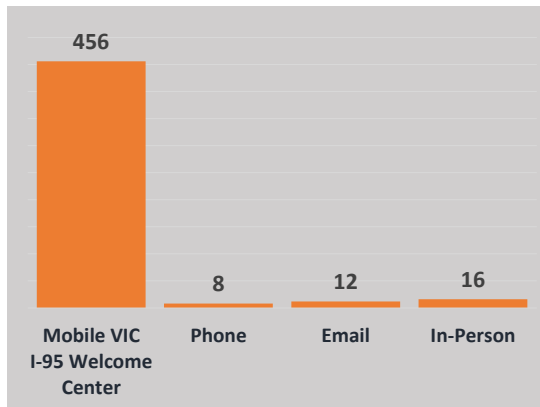


### VIC Visitation - January 2025

- Visitation to the **SJC PVB Visitor Information Center** decrease **-42.9% YOY**
- Visitation to the **City of St. Augustine Downtown Visitor Information Center** decreased **-3.9% YOY**
- Visitation to the **Jacksonville Airport Visitor Information Center** increased **+27.3% YOY**
- Visitation decreased at the **St. Augustine Beach Visitor Information Center -53.2% YOY**

ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST™

## Ponte Vedra VIC Visitation January 2025

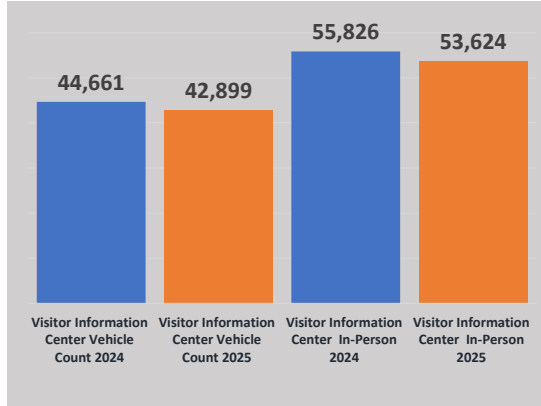


### Ponte Vedra VIC Visitation - January 2025

- Visitors Served In-Person 16
- Visitors Served by Phone 8
- Visitors Served by Email 12
- Mobile VIC I-95 Welcome Center 456

ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST™

## City of St Augustine Downtown VIC Visitation January 2025

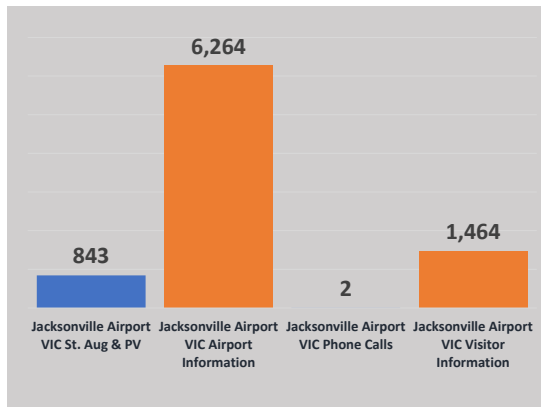


### City of St Augustine Downtown VIC Visitation - January 2025

- Visitor Information Center Vehicle Count 2024 44,661
- Visitor Information Center Vehicle Count 2025 42,899
- Visitor Information Center In-Person 2024 55,826
- Visitor Information Center In-Person 2025 53,624

ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

## Jacksonville Airport VIC Visitation January 2025

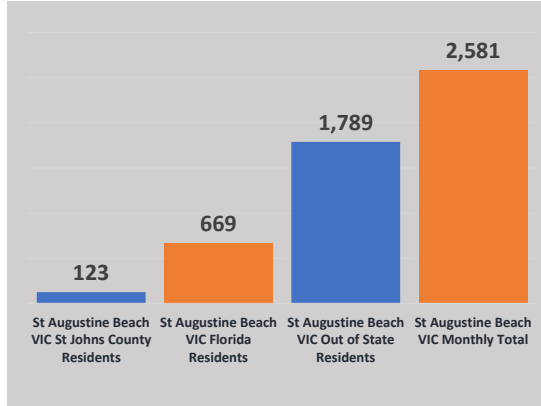


### Jacksonville Airport VIC Visitation - January 2025

- Jacksonville Airport VIC St. Aug & PV 843
- Jacksonville Airport VIC Airport Information 6,264
- Jacksonville Airport VIC Phone Calls 2
- Jacksonville Airport VIC Visitor In-Person 2025 1464

ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

## St Augustine Beach VIC Visitation January 2025



### St Augustine Beach VIC Visitation - January 2025

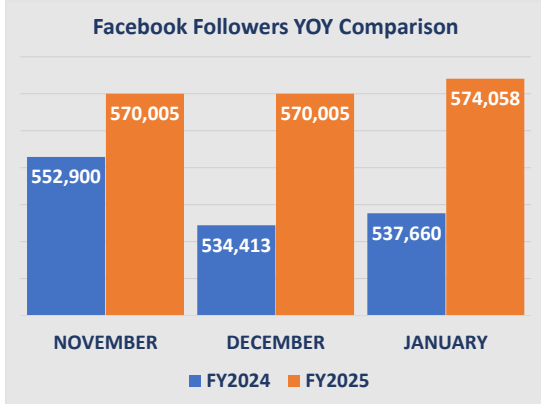
- St Augustine Beach VIC St Johns County Residents 123
- St Augustine Beach VIC Florida Residents 669
- St Augustine Beach VIC Out of State Residents 1,789
- St Augustine Beach VIC Monthly Total 2,581

ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

## Social Media

ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

## Social Media January 2025

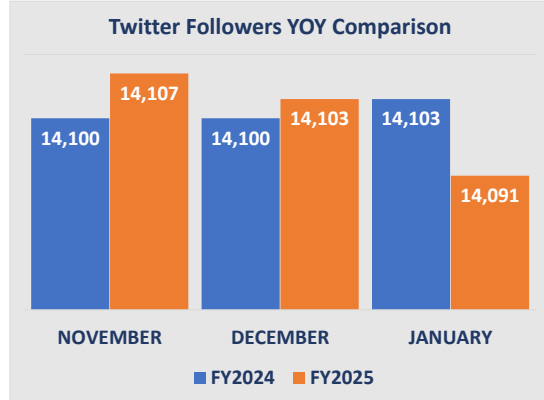


Facebook Followers January 2025

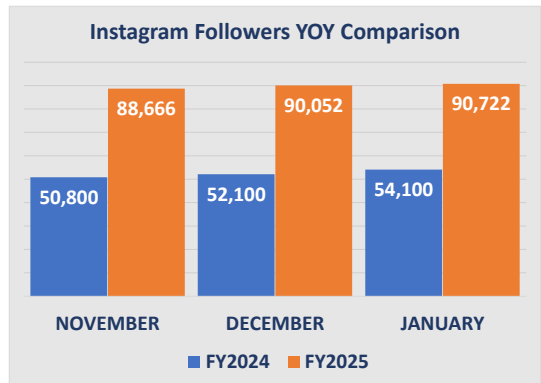
• Facebook Followers increased in January 2025 +6.8% YOY

Twitter Followers January 2025

• Twitter Followers decreased in January 2025 -0.1% YOY



## Social Media January 2025

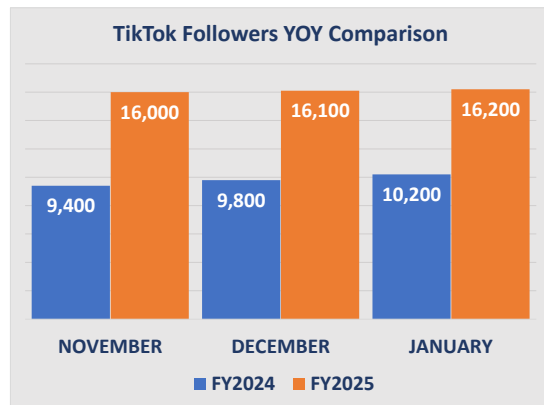


Instagram Followers January 2025

• Instagram increased in January 2025 +67.7% YOY

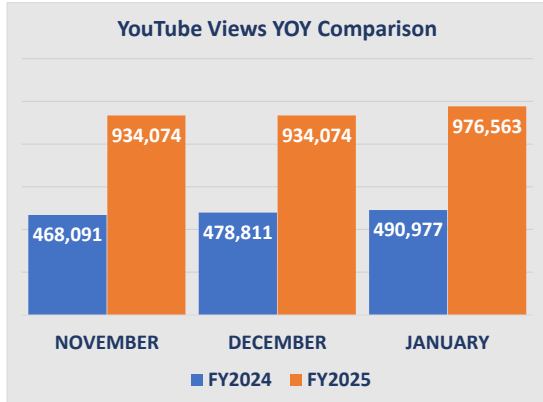
TikTok Followers January 2025

• TikTok Followers increased in January 2025 +58.8% YOY





## Social Media January 2025

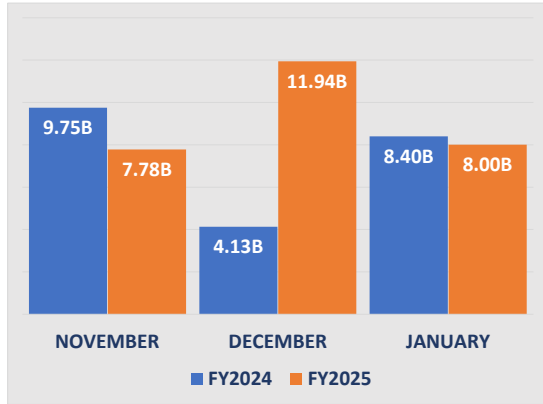


YouTube Views January 2025

- YouTube Views increased in January 2025 +98.9% YOY

## Media Relations

## Media Impressions – January 2025

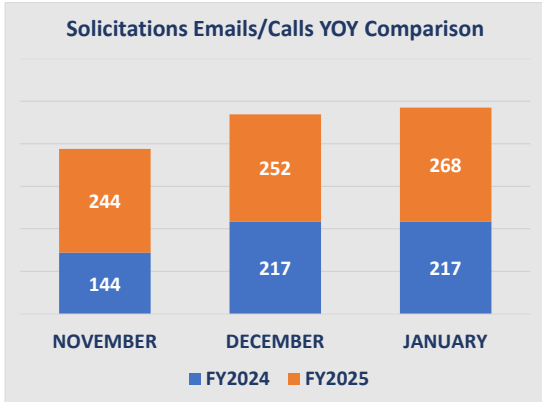


### Media Impressions - January 2025

- Media Impressions decreased -4.8% YOY in January 2025

## Sales

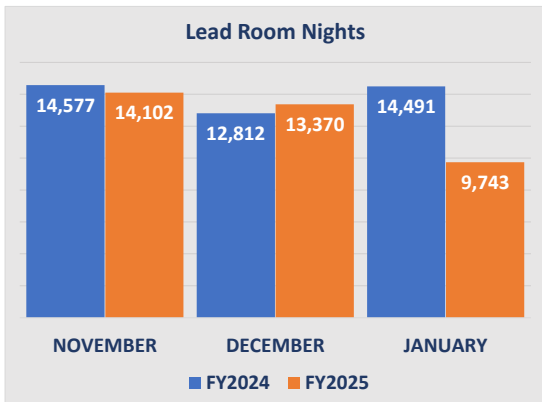
## Sales Measurement Summary



### Solicitations January 2025

- Solicitations were up for January 2025 +23.5% YOY

## Sales Report January 2025

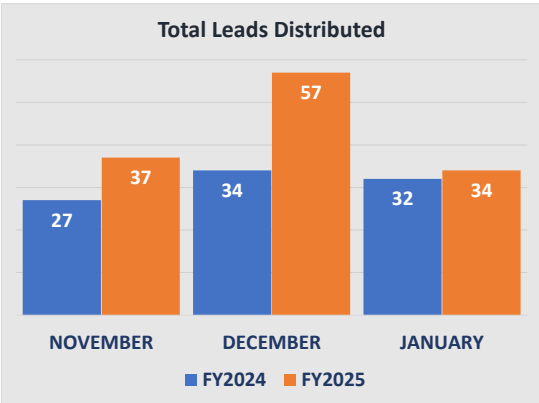


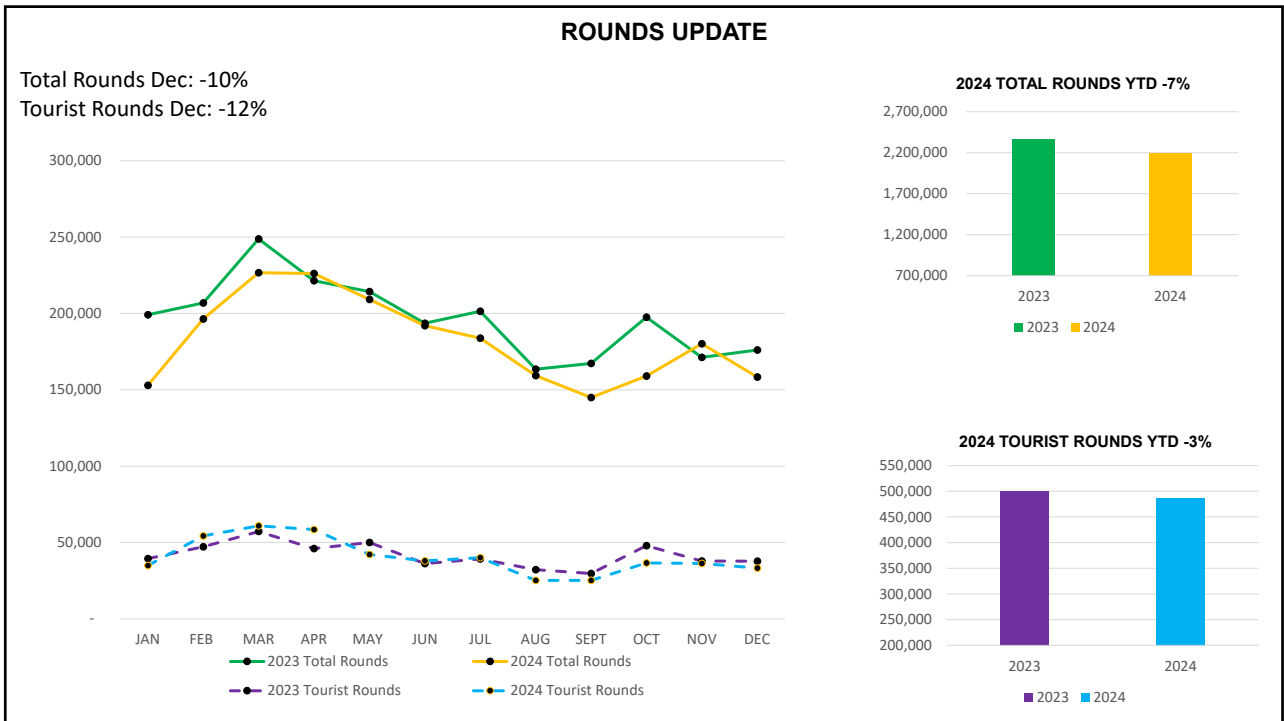
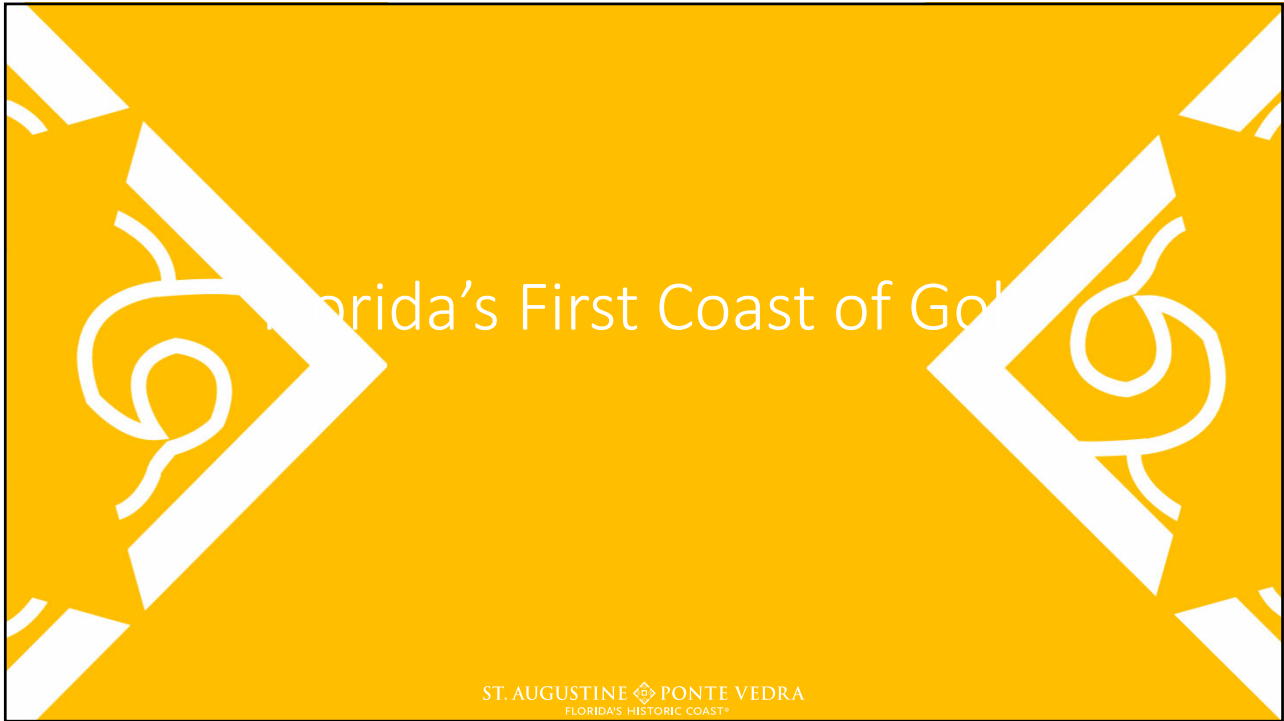
### Lead Room Nights January 2025

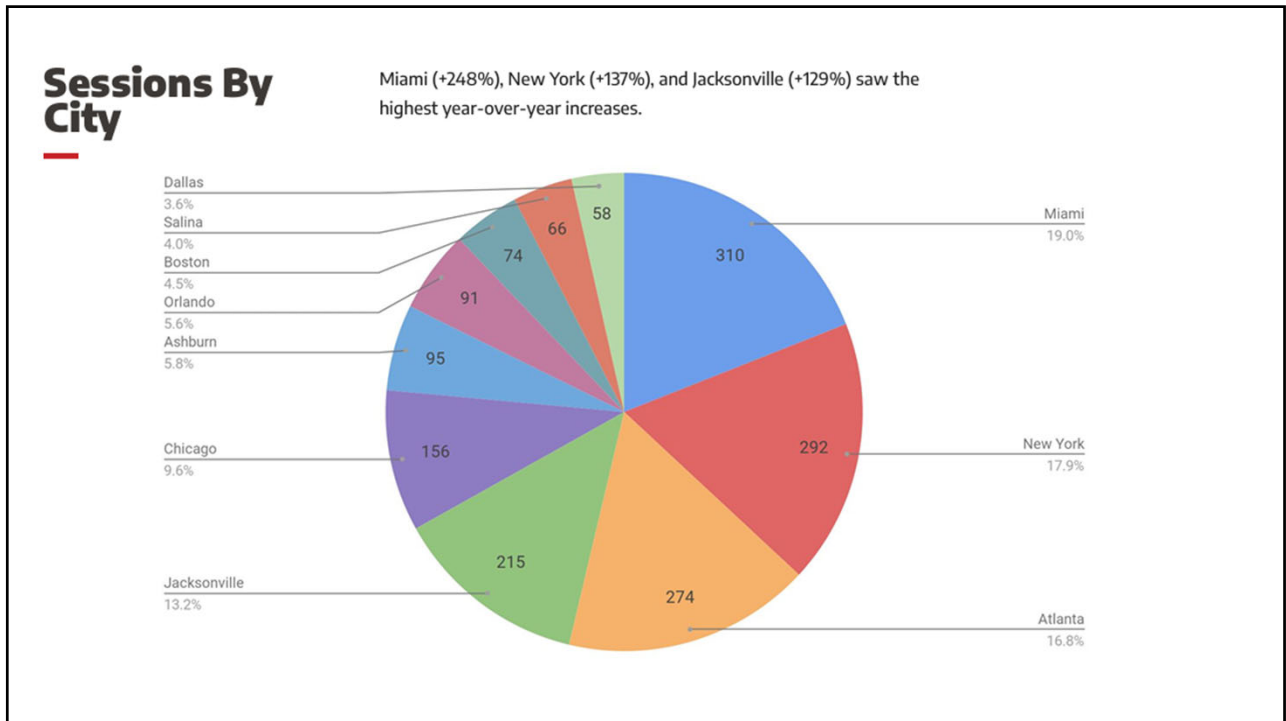
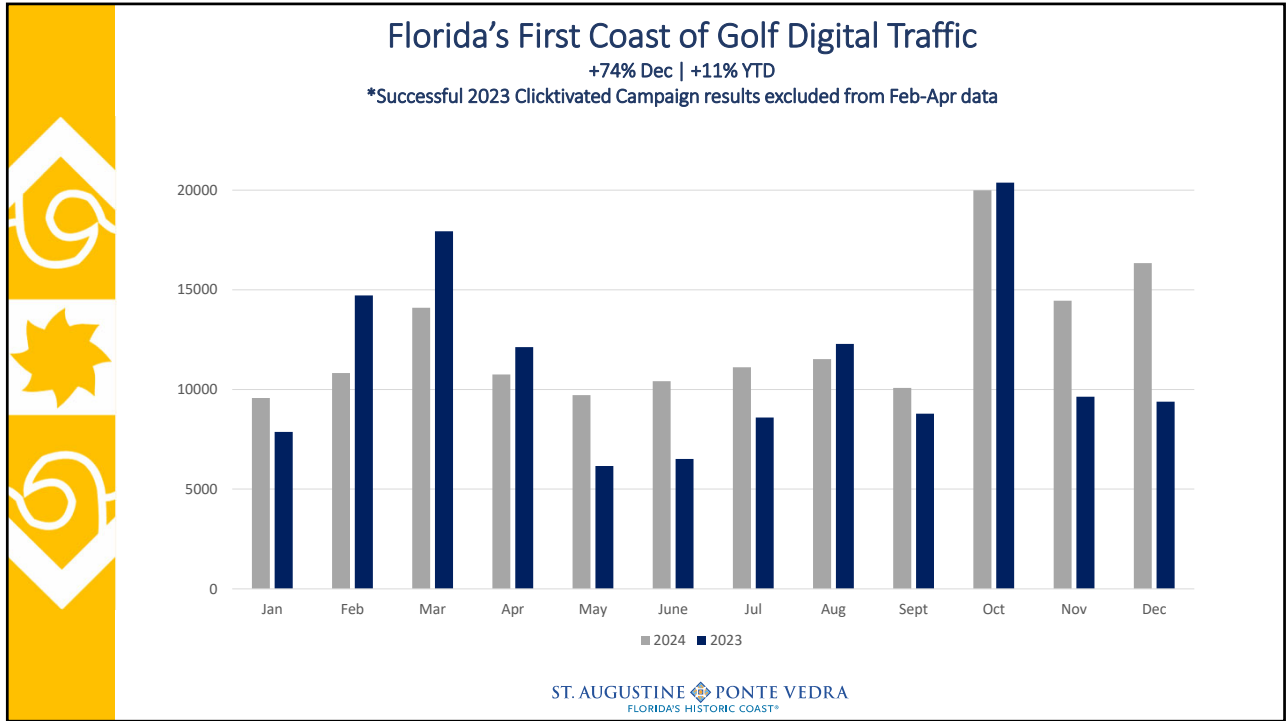
- January 2025 Lead Room Nights decreased -32.8% YOY

### Lead Distribution January 2025

- January 2025 Lead Distribution increased +6.3% YOY





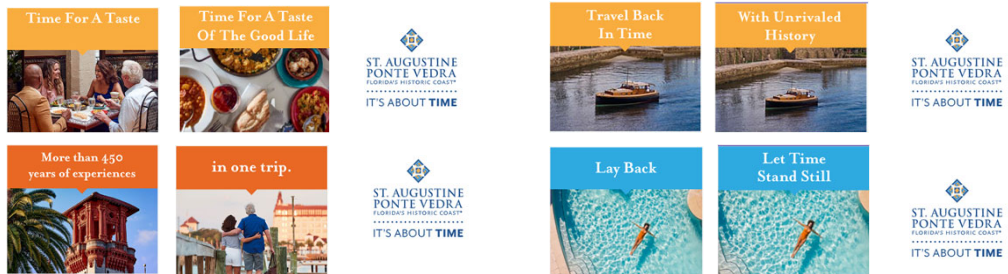




# Creative: B2C

## Digital

- In January 2025 Google Paid Search delivered 271,457 impressions from 1/1-1/31/2025
- Programmatic Display delivered 5,627,369 impressions from 1/1-1/31/2025
- Facebook/Instagram delivered 4,251,631 impressions from 1/1-1/31/2025
- YouTube delivered 960,176 impressions from 1/1-1/31/2025
- PodKatz delivered 1,274,127 impressions from 1/1-1/31/2025



©2022 |

## Nights of Lights Campaign

- St. Augustine FY2025 Nights of Lights campaign ended in January 2025



©2022 |

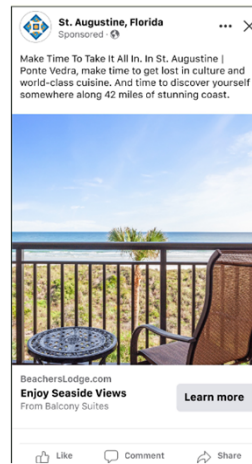
## Black History Month (Co-op)

- FY2025 Black History Month Meta co-op campaign launched on 1/13/2025

### Food and Wine



### Beach Lodge

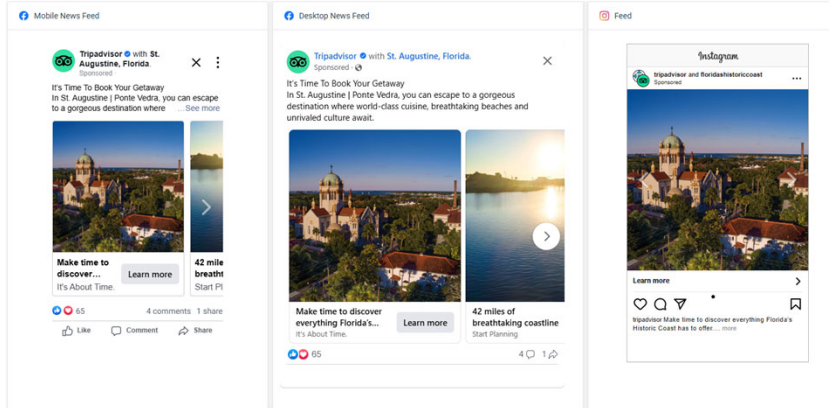


©2022 |



# Bridge Campaign Meta Tripadvisor

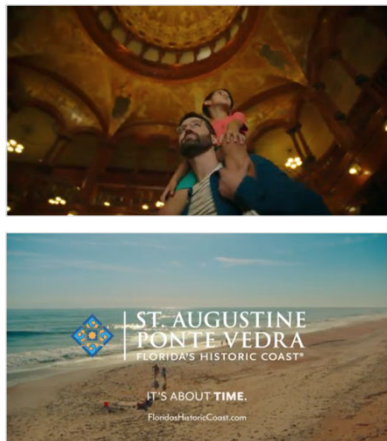
St. Augustine FY2025 Bridge Campaign for Meta launched on 1/6/2025



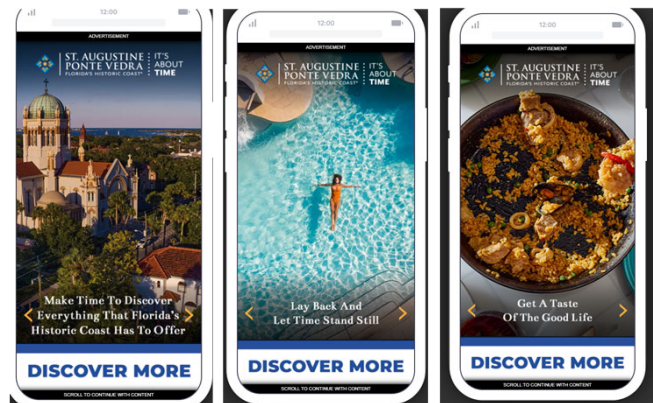
©2022 |

# Bridge Campaign Cont'd

[njt-26: 3-2025]



Inuqf~9hnmR jirfZsny



©2022 |

# Creative: B2B

## Digital

- LinkedIn delivered 338,063 impressions from 1/6-1/31/2025



# Print Creative: B2C

## 2025 VISIT FLORIDA® Official Vacation Guide

- All right-hand reads, opposite editorial
- Estimated circulation – 300,000



Lay Back And Let Time Stand Still

There's a time and place for peace and relaxation — and you'll always find it in St. Augustine | Ponte Vedra. Whether you're lounging poolside at one of our historic hotels or kicking your sand-covered feet up on a pristine, remote beach — you'll feel it. That magic moment when time stands still.

Visit [FloridasHistoricCoast.com](http://FloridasHistoricCoast.com) to learn more.

**ST. AUGUSTINE  
PONTE VEDRA**  
FLORIDA'S HISTORIC COAST  
IT'S ABOUT TIME

# Onyx Magazine

- History/African-American history issue
- Estimated circulation – 20,000

## Make Time To Take It All In

In St. Augustine | Ponte Vedra, you'll lose track of time marveling at nearly five centuries, enjoying world-class cuisine and basking in seaside elegance. So come discover something truly unforgettable — it's about time.



**LINCOLNVILLE MUSEUM AND CULTURAL CENTER**  
 Black History Runs Through Lincolnville. Retrace St. Augustine's unique African American journey over 450 years in the making. From early explorers through the civil rights movement and beyond through interactive exhibits, live programs and much more.  
 802 M.L. King Avenue • 904.824.1191 • [www.lincolnvillemuseum.org](http://www.lincolnvillemuseum.org)



**ST. AUGUSTINE'S BLACK HISTORY APP**  
 Discover 450+ years of rich Black History in St. Augustine with the new Black History App! Available for free on the Apple App Store and Google Play, this app provides easy access to historical sites, events, and significant figures on Florida's Historic Coast.



**FORT MOSE JAZZ & BLUES SERIES**  
 The Fort Mose Jazz & Blues Series returns in February 2025 at Fort Mose Historic State Park, featuring unforgettable performances by some of the biggest names in jazz and blues. This annual event celebrates the rich history and cultural significance of Fort Mose, with proceeds supporting the construction of a Fort representative and new interpretive resources, honoring the original free town in the Battle of Bloody Mass in 1760.  
[www.discoverfortmose.com](http://www.discoverfortmose.com)



**ST. AUGUSTINE FOOD & WINE FESTIVAL**  
 "One of Florida's Top 10 Food & Wine Festivals," according to USA Today, May 7-11, 2025, with local and celebrity guest chefs and all-inclusive food and drink tickets. Enjoy great cuisine, hundreds of wines, beers and spirits, live music, cooking demos and more.  
 1 World Golf Place • 904.385.9121 • [www.staugustinefoodandwinefestival.com](http://www.staugustinefoodandwinefestival.com)

IT'S ABOUT TIME.  
Visit [FloridaHistoricCoast.com](http://FloridaHistoricCoast.com) to learn more.



# PETER MAYER

# CEO's Comments

- January 2025 Traditional Lodging Stats: Occupancy 64.4% (+4.2%), ADR \$170.64 (+5.6%), RevPAR \$109.87 (+9.9%), Demand (+3.8%), Revenue (+9.5%), Supply is -0.4%.
- January 2025 Vacation Rental Stats: Paid Occupancy 35.9% (-8.6%), ADR \$167 (+3.1%), RevPAL \$60 (-6.3%), Demand (-1.2%); Supply (+7.3%).
- December 2024 TDT Collections increased +7.5% YOY
- January 2025 Website: Continued positive YOY trends with site up +14.0% YOY and significant increase in site visitation from Miami (+160%) and New York(+36%).
- January VIC Visitation YOY for the PVB VIC was -42.9%; CoSA VIC was -3.9%; Jax VIC was +27.3%; SAB VIC was -53.2%.
- January 2025 Social Media YOY for Facebook/Meta was +6.8%, Instagram was +67.7%, TikTok was +58.5%, and YouTube was +98.9%
- January 2025 Publicity: -4.7% YOY.
- January 2025 Sales team solicitations are up +23.5% YOY; lead room nights are up -32.8% YOY; lead distributions are up +6.3% YOY.

ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST®



ST. AUGUSTINE  PONTE VEDRA  
FLORIDA'S HISTORIC COAST®