

VCB Board of Director's Meeting Minutes
Holiday Inn St. Augustine Beach
June 3, 2009 – 1:30 p.m.

Present: Sandra Adkins, John Baird, Robin Burchfield, Charles Cox, Kathy Fleming, John Fraser, Irving Kass, Tina Puckett, Mark Schwantner, KiKi Tovey, Paul Williamson

Absent: John Johnson, Errol Jones, David Mariotti, Christine McMillan, Barbara Nailler, Bob O'Neill, Ron Sanchez, Jennifer White, Barbara Wilson, Gordon Young

Staff Present: Lori Driscoll, Jay Humphreys, Dena Masters, Brian London, Evelyn Vazquez

Meeting called to order by Charles Cox.

Approval of Minutes: Mark Schwantner made a motion to approve the minutes of April 1, 2009, as presented. Motion was seconded by Irving Kass. Approved unanimously.

Treasurer's Report: Irving Kass presented the April Financial Reports and reported on year to date bed tax collections. Kass made the board aware that collections have been done for the last 15 months.

Executive Committee Report: Charles Cox advised of new partnership applications that were approved:

Cox advised of a newsletter that was being created to educate the public and residents of the County explaining where the TDC money goes. Cox also advised the VCB is going to continue to do more public relations and marketing for residents so there is better transparency. Question and answer session followed. Discussion was held on maybe adding pictures or images to the newsletters so it can be remembered and make the resident offers easy to access. Cox clarified that the money being used to fund this is coming from VCB funds, as a result of a previous meeting where \$40,000 was allocated, not TDC or Category 1.

VCB Presentation: Brian London reviewed the history and responsibilities of the Visitors & Convention Bureau and reported on some highlights for Fiscal Year 2008. Questions and answer session followed.

Lori Driscoll gave an update on the new ad campaign and distributed the 2009 travel planner and advised this is the first issued produced in-house. Lori advised there will be additional buttons placed on the website for destination weddings and resident specials.

Other Reports: Irving Kass gave an update on the Destination Master Plan which explained the process that has occurred up to now. Question and comments followed. Kass advised the County is reviewing the option of putting the research for the DMP on hold until after the next County Commission meeting.

Paul Williamson reported Concerts in the Plaza have started.

Meeting adjourned at 4:00 p.m.