

St. Johns County Tourist Development Council
Regular Meeting Minutes – March 15, 2010 - 1:00 P.M.
St. Johns County Auditorium
500 San Sebastian View, St. Augustine

Fred Cozby called meeting to order.

Present: Scott Bartosch, Mayor Joe Boles, Commissioner Ken Bryan, Fred Cozby, Jeffrey Mayers, Rich O'Brien, Jack Peter, John Yanni

Staff: Glenn Hastings, Dena Masters, Regina Ross, County Attorney's Office

Approval of Agenda: Motion was made by John Yanni to move item 9 to 7B. Motion seconded by Ken Bryan. Discussion was held on setting time limits on the presentation items. Motion Approved unanimously.

Approval of Minutes: John Yanni made a motion to approve the minutes of the regular meeting from February 22, 2010. Motion seconded by Scott Bartosch. Motion approved unanimously

Public Comment: Jason Mauro, 56 Saragossa Street, commented on the PGAV report and that the residents of St. Johns County should have input on the plan.

Category 2 Funding Panel Report: Rena Blades presented the findings of the proposed Cultural Development Plan and explained the recommendations established. Ms. Blades advised the Category 2 grant program for FY2011 should not change and these recommendations are to begin FY2012. Ms. Blades reviewed for the time line for implementation. **(Proposed Plan with specific details attached to minutes as part of public record).** Question and answer session followed. Discussion was held on the status of the current Category 2 Funding Panel. John Yanni made a motion to accept the report and refer to the Category 2 Funding Panel for further recommendation, and to ask the cultural council if they are willing to provide the services. Motion was seconded by Joe Boles. Discussion was held regarding the current tourist development plan and why the proposed plan would need to be revised if the recommendations from Ms. Blades were implemented. Discussion was held on amending the motion to have the report also go back to the Cultural Industry Committee. Previous motion withdrawn. John Yanni amended the motion to accept the report and the concept and to ask the Funding panel to move forward and work out the details of what needs to be done, and to move forward, reporting back with a recommendation at the next TDC meeting. Motion seconded by Joe Boles. Motion approved unanimously. Sandra Parks, St. Johns Cultural Council advised the board from the Cultural Council will review the recommendations from the report at their next meeting and will provide a letter advising of their interest.

Tourist Development Plan Update: Regina Ross, County Attorney distributed draft ordinances to repeal previous ordinance 92-32 and to amend the tourist development plan. Ms. Ross advised that in order to adopt the proposed ordinance amending the plan, the ordinance repealing the spending categories needed to also be adopted. The board asked that the ordinance relating to the plan be discussed first. Ms. Ross reviewed the changes in the proposed ordinances and plan. Discussion was held on prioritizing the

order of how the money is allocated for special uses in the administration category. There was a lengthy discussion held regarding the addition of a 4th category. Jeffrey Mayers made a motion to approve the draft ordinance provided. Motion was seconded by Joe Boles. Discussion was held on setting a cap on the Administrative budget. Mayers amended the motion to include language to add a cap of 5% over the prior years Administrative costs. Motion seconded by Joe Boles. Motion approved 8 – 1 (John Yanni opposing). Motion was made to recommend repeal ordinance 93-32. Motion seconded. Motion approved 7 – 2 (Yanni and Boles opposing).

Destination Master Plan Update: Mike Konzen, PGAV presented a summary of the Destination Master Plan due to the time constraints. The plan is targeted at tourism growth throughout the County. Discussion was held on the county's regional strengths and weaknesses, infrastructure strategies, marketing strategies and implementation schedule (presentation attached as part of public record). Question and answer session followed. A motion was made to accept the report as presented for review and future recommendation to the Board of County Commissioners and amended to include Mr. Mauro's concerns regarding growth in neighborhoods. Motion was seconded by Ken Bryan. Motion approved unanimously.

Glenn Hastings advised the financial information is enclosed for review but no action is necessary and also announced the Birding and Fotofest is coming up and distributed festival guides.

The board asked staff to have the presentation put on the county's website.

Next TDC Meeting scheduled for April 19, 2010.

Meeting adjourned at 5:30 p.m.