

**St. Johns County Tourist Development Council**  
**Regular Meeting Minutes – April 19, 2010 - 1:30 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 Yann

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

**Approval of Agenda:** Motion was made by Bill Hughes to approve agenda as presented. Motion seconded by Ken Bryan. Motion Approved unanimously.

**Approval of Minutes:** Rich O'Brien asked that the minutes be amended for clarification purposes to include discussion that was held on the Funding Panel recommending the cultural council start attending monthly meeting during the transition into FY2012. Rich O'Brien also asked that a motion by John Yann be amended to include the funding panel indicated to the Board of County Commissioners that they accept the report and would like to move forward with studying the details. Discussion was held. Motion was made by Scott Bartosch to approve the minutes of March 15, 2010, as amended. Motion seconded by Jack Peter. Motion approved unanimously. Staff was directed to amend the official minutes.

**Public Comment:** Kanti Patel, 37 Avenida Menendez, St. Augustine commented that counties in South Florida are partnering with the hotels doing co-op advertising in the Room Saver Coupon Book and asked that St. Johns County consider doing the same thing. Brief discussion was held on the distribution of the book and the type of advertising that could be placed. The board directed Mr. Patel to speak with the VCB's Executive Director to discuss it further.

**Administration & Special Uses Report** - Glenn Hastings distributed and explained a revised cash flow sheet indicating a deficit. Hastings advised this is due to the money that the VCB gets up front for prepaid expenses at the beginning of the fiscal year. Discussion was held on reducing expenses for the remainder of the year.

Glenn reviewed year to date revenue and expenditures. Hastings reviewed the proposed FY2011 Budget Worksheet and advised this will be presented at the July TDC meeting for approval.

Discussion was held on creating a list of additional areas that needed to be addressed in the final report of the Destination Master Plan. Glenn Hastings advised that one area to be addressed is the National Port Heritage Area for the county and asked the board if they thought other specific areas need to be included to contact him.

Discussion was held on updating the Executive Director's position description along with the Tourist Development Council Policy Manual at the next meeting.

**Request from Ponte Vedra Chamber of Commerce** – Ginger Lilley Peace reviewed the request for funding of the Ponte Vedra Chamber of Commerce Visitors Information Center for \$100,000. Ms. Peace advised the request is an increase of \$25,000 from the previous year's funding, but it is not an increase from the original request. Discussion was held on the proposed budget and the way the expenses are divided. Discussion was also held on the operating hours of the center. **Scott Bartosch made a motion that the Tourist Development Council request the Ponte Vedra Chamber review the expense items submitted and remove anything solely related to the Chamber operating expenses and reconsider some expenses based on the current economic conditions. Motion seconded by Rich O'Brien.** Discussion was held on what other visitor centers are getting. Motion approved 5 -4. (Joe Boles, Bill Hughes, Jeffrey Mayers, and Jack Peter, opposed.) The board asked that the Chamber come back at the next meeting with the new information.

**Request from City of St. Augustine** - Dana Ste. Claire, St. Augustine 450<sup>th</sup> Commemoration Committee gave an overview of the commemoration and the progress made to date and reviewed the request for funding of the 450<sup>th</sup> celebration. The total amount of funding requested is \$1.5 million dollars over a six year period. Mr. Ste. Claire revised the spending categories and appropriated amounts. Questions and answers and session followed. Discussion was held on how the requested amount was proposed. Discussion was held asking the 450<sup>th</sup> Commemoration Committee work with the VCB and Cultural Committee and Recreation and Leisure to develop plans for the funding program. **Joe Boles made a motion to move forward with endorsing the concept of supporting the 450<sup>th</sup> initiative in the terms of advertising and foundation support in concept with no specific amounts. Motion seconded. Motion approved unanimously.**

**Arts & Culture** - Rich O'Brien reviewed the Category Two Funding Panel recommendations from their April 7, 2010 meeting on the proposed cultural development implementation plan. **(Copy of recommendations attached as part of public record).** **Ken Bryan made a motion that the Tourist Development Council forward this recommendation in the form of a motion to the Board of County Commissioners for their consideration and to ask the Board of County Commissioners to schedule a joint workshop with the Tourist Development Council. This meeting will be with the intention of moving forward with the proposed cultural development implementation plan. As part of the workshop the consultant, Rena Blades, can be on hand to make a brief presentation to the BCC and general public and answer any questions. Motion was seconded by three members it is unclear who seconded the motion first.** Discussion was held if Rena Blades attending the workshop is included in the current contract. **Motion approved unanimously.**

Philip McDaniel gave a brief overview of the dates for FY2011 Grant Program. Two workshops are scheduled for the organizations to come in and review the guidelines. The application deadline date is May 14, 2010. The FY2011 program is unchanged from previous years.

**Destination Marketing Report** – Richard Goldman reviewed the monthly VCB report.

Y Partnership reviewed the summer and fall 2010 marketing program and advised of recommendations for the VCB board to consider of changing the branding of St. Augustine, Ponte Vedra and the Beaches.

**Parks & Recreation** - Troy Blevins reviewed a funding request for the Babe Ruth Baseball Tournament for \$5,000. Blevins recommended the TDC fund \$3,500 for marketing and parks and recreation will provide in-kind services for the other. There will be 60 teams attending. **John Yanni made a motion to approve the funding request of \$3,500. Motion seconded by Bill Hughes. Motion approved unanimously.**

Troy Blevins gave a report on the 2010 MPS Group Championship Tournament.

**Meeting adjourned at 6:00 p.m.**