

**VCB Board of Director's Meeting Minutes
San Sebastian Winery, St. Augustine, Florida
November 4, 2009 – 1:30 p.m.**

Present: Charles Cox, Kathy Fleming, John Fraser, Tina Puckett, Irving Kass, David Mariotti, Bob O'Neill, Mark Schwantner, Virginia Whetstone

Staff Present: Barbara Golden, Lori Driscoll, Jay Humphreys, Evelyn Vazquez

Others: John Johnson, Sandra Adkins, Jennifer White, Mike Cunningham, David Reese,

Meeting called to order by Charles Cox at 1:40 p.m..

Approval of Minutes: Bob O'Neill made a motion to approve as presented the minutes from the Board of Director's meeting held on October 7, 2009. Motion was seconded by Irving Kass. **Approved unanimously.**

Treasurer's Report: Bob O'Neill presented the VCB's October 2009 financial report. He requested that in the future. The Board's financial reports should reflect a net difference in the operating budget and not be presented as a report of profit or loss because the Bureau is a not-for-profit organization.

Executive Committee Report: Charles Cox presented the VCB's TDC Category I working budget. He explained to the Board that staff provided information and costs for the existing and contracted programs for their departments. He also noted that the presented budget is not final and staff is still working on defining budget items. He reported that all programs will be evaluated for effectiveness. It was explained that the budget presented includes staffing expenses for VCB staff.

Charles Cox announced that the Executive Committee has expressed to Richard Goldman, Marketing Director at Amelia Island Plantation that they would like to offer him the VCB Director position and that he would like to accept. Tina Puckett made the Motion to offer the Executive Director position for the St. Johns County Visitors and Convention Bureau to Richard Goldman. The motion was seconded by Mark Schwantner. **Approved unanimously.**

Charles Cox also recommended that for future consulting projects, the VCB should consider utilizing the services of Rick Hensler, the second candidate interviewed for the Executive Director position.

Charles Cox presented the Board with a list of six locations to consider for the new VCB offices. It was discussed that all of the locations met the criteria determined by the search committee. It was recommended that Options 3, located at 29 Old Mission Avenue and Option 6, located at 162 San Marco Avenue were the most viable and best suited the needs of the VCB with regard to space, look and location. After review and discussion of storage options and locations, Mark Schwantner, David Mariotti and Irving Kass all expressed that they felt the Old Mission location best suited the needs of the VCB. David Mariotti made a Motion to pursue the Old Mission Avenue location for the VCB office location. The motion was seconded by Bob O'Neill. **Approved unanimously.**

It was further discussed that Board Chairman Cox would negotiate a lower lease amount by agreeing to a 2 to 3-year lease agreement. It was also requested that he investigate the cost of leasing the garage portion of the property as an alternative to the rented storage facility utilized by the staff.

Contracted Services: Chairman Cox updated the board on the status of the contracts discussed at the last Board meeting. He reported that all Board-recommended actions regarding contracted services had been completed.

Travel Planner: Charles Cox announced that Michael Cunningham had been hired by the Board on a commission basis to sell advertising in the VCB 2010 Travel Planner. Cunningham discussed the status of his progress in selling advertising in the travel planner and reported that he anticipates final sales to exceed \$55,000.

Advertising Agencies: Charles Cox reported that the Chisano Agency's contract expires at the end of December. He requested that to maintain the destination's presence in the market place, the VCB should

secure an agency to prepare an advertising plan. The process for selecting such an agency was discussed and it was noted that at least three proposals from interested agencies would be required. It was requested that the Board select a date on which all members would be available to review submitted advertising agency proposals for strategies and visual concepts. It was agreed that Charles Cox would arrange for three agencies to present proposals on November 19.

Beach VIC :

Charles Cox reported that there was a request before the Board of County Commission to remove the Beach VIC from its current location at the St. Augustine Beach Pier. He said there is a consent item on the Board of County Commissioner's agenda to sign a lease for the former Post Office on S.R. 3 and to move the VIC to that location. Board members expressed their dissatisfaction with that location and agreed it was unsatisfactory for the VIC.

David Mariotti made a motion that VCB request that the Beach VIC Lease be removed from the County Commission agenda and send back to the VCB for review and the VCB retain of ownership and management of the Beach VIC. The motion was seconded by Kathy Fleming. **Approved unanimously.**

It was further discussed that all Visitor Centers receiving some of its funding from Category I need to report quarterly on visitor counts and traffic. It was also discussed that in future years, each VIC may be funded just through Category II.

The need for representation on the Board of Directors by public officials was discussed. Staff was asked to encourage public officials to come to Board Meetings so they could become more aware of the VCB's programs and its role in the tourism industry.

Florida's First Coast of Golf Contract: David Reese from Florida's First Coast of Golf (FFCG) made a presentation about the organizations' role. He stated that the organization acts as a CVB for Golf for the region. Reese provided each Board member with a packet explaining the FFCG's mission, message, plan and organizational make-up. It was also reported that FFCG provides a monthly report on PR, advertising and sales programs. Charles Cox presented a 2010 FFCG contract in the amount of \$162,901 that has been awaiting approval by the VCB since May 2009. The funds for the contract had been allocated in the Advertising Budget. There was a motion by Mark Schwantner to move forward with the contract between the VCB and FFCG. The motion was seconded by David Mariotti. **Approved Unanimously.**

VCB Operating Budget: Charles Cox asked that Barbara Golden present the VCB Operating Budget for approval. The Budget presented does not include any TDC funds. These are funds that are generated by partnership dues and other VCB events. Irving Kass made a motion to accept the VCB 2010 operating budget. The motion was seconded by Kathy Fleming. **Unanimously approved.**

Partnership Applications: Charles Cox announced the Executive Committee had approved partnership applications from Aunt Kate's Restaurant, A Fantasy in Flowers., The Market on Granada, Golf Made Simple, Whitney Lab Center for Marine Studies, Couture Weddings and St. Johns Knit Company Outlet Store. **All were approved for membership by the Executive Committee.**

VCB Contract with St. Johns County: Charles Cox announced to the Board that on November 16 he would be presenting the VCB contract to the TDC for approval. The contract was reviewed with some suggested changes that include an annual automatic renewal. Charles will incorporate the requested content changes into the contract before presenting it to the TDC.

New Business:

Charles Cox presented the St. Augustine Attractions Brochure. He noted that in the past, the VCB paid a large portion of the printing costs. The VCB has three panels in the brochure. The Attractions Association had submitted an invoice in the amount of \$10,000 for past payment. The VCB had only paid \$1640. It was requested that the balance of \$8359.99 be paid and that the VCB come to an agreement with the Attractions Association on the amount of an annual VCB contribution to the brochure's printing.

Irving Kass made a motion to fund the St. Augustitne Attractions Association \$8359.99 for the remaining balance on the printing of the Attractions brochure. The motion was seconded by John Fraser. **Approved unanimously.**

It was further discussed that future printing of the brochure should be approved in advance by the Board and that the VCB should have input into the “look” of the brochure to insure that it reflects the branding established for the destination.

The board discussed the content of the Vacation Planner. It was noted that each of the Board members had received letters from a partner requesting more fishing information in the planner. It was noted that staff is including a fishing section and marina information in the 2010 Travel Planner. It was also requested by Board member Whetstone that there be a focus on Old Town in St. Augustine with a map or side bar noting its location and history. The hotel listing format was also discussed. It was suggested that staff look at options for a more defined listing for the hotels.

IT was announced that the next Board of Directors Meeting will take place on Wednesday December 2 at either the Lighthouse or Holiday Inn at the Beach, depending on availability.

Irving Kass made a motion to adjourn, John Fraser seconded the motion. **Approved unanimously.**
Meeting adjourned at 3:00 p.m.

Respectfully Submitted,
Barbara Golden