

**MINUTES OF MEETING  
TOURIST DEVELOPMENT COUNCIL  
ST. JOHNS COUNTY, FLORIDA  
MAY 16, 2011  
(1:30 P.M.)**

Proceedings of a regular meeting of the Tourist Development Council of St. Johns County, Florida, held in the auditorium at the County Administration Building, 500 San Sebastian View, St. Augustine, Florida.

Present: Jack Peter, Chairman  
J. Ken Bryan, BCC Representative  
Joseph Boles, City of St. Augustine Representative  
Richard O'Brien, City of St. Augustine Beach Representative  
Jeffrey Mayers, District 4  
Fred E. Cozby, District 4  
Bill Hughes, District 4  
Scott M. Bartosch, District 3  
Pam Halterman, Deputy Clerk

Absent: John B. Yanni, District 5

(05/16/11 - 1 - 1:30 p.m.)

1. CALL TO ORDER

Jack Peter called the meeting to order

(05/16/11 - 1 - 1:30 p.m.)

2. PLEDGE OF ALLEGIANCE

Jeffrey Mayers led the Pledge of Allegiance.

(05/16/11 - 1 - 1:30 p.m.)

3. ROLL CALL

Dena Masters called the roll and stated that Yanni would not be in attendance.

(05/16/11 - 1 - 1:31 p.m.)

4. APPROVAL OF AGENDA

**Motion by Bartosch, seconded by Cozby, carried 8/0, with Yanni absent, to approve the Agenda.**

(05/16/11 - 1 - 1:32 p.m.)

5. APPROVAL OF MINUTES

**Motion by Hughes, seconded by O'Brien, carried 8/0, with Yanni absent, to approve the minutes for the March 21, 2011, meeting.**

(05/16/11 - 1 - 1:33 p.m.)

6. PUBLIC COMMENT

None

(05/16/11 - 1 - 1:33 p.m.)

7. ADMINISTRATION & SPECIAL USES - Glenn Hastings

a. FY2012 Requested budget - Revenue & Expenses

Hastings reviewed Agenda Item #7a involving Administration and Special Uses category. He pointed out that the unused remainder of the 4<sup>th</sup> penny funds for the Visitor's Information Center had been shifted to the Visitors and Convention Bureau budget. He asked whether the board would also like the VIC Administration and Special Uses category budget for St. Augustine Beach transferred as well which only involved personnel cost. Bartosch suggested that a stand alone budget item should be grouped with the VCB budget. Blevins further explained the uniqueness of the budget involving the Pier operations subsidized through Category III. Hastings noted that the proposed budget would be presented to the board for their approval in June which included any changes previously directed by the Board. In response to an inquiry, he clarified that the changes would be incorporated into the VCB budget which would come before the board in June. Peter suggested that, while the responsibility of funding came from the administrative side, the marketing side needed to track what went into the three centers in order to continue a singular message.

(1:42 p.m.) O'Brien asked about the budget line-item of advertising and why a seven-percent increase had occurred. Discussion developed between the board and Richard Goldman regarding the advertising changes and increase in the budget. Hastings noted that additional funding of \$113,740, from the Destination Marketing category, was partially available for the City's 450<sup>th</sup> celebration. Responding to Hughes' inquiry, Goldman pointed out that they would create and build a media plan in the near future. He advised that the website had generated over 32,000 "like" visits from people.

(1:50 p.m.) Peter pointed out that the budget contained \$500,000 for Category II Events and questioned whether the budget would increase. Hastings said the funding panel had recommended an increase to \$500,000 from the initial \$450,000 amount which the TDC would vote on. He reviewed the Leisure and Recreation category budget. In response to an inquiry, Blevins affirmed that the budget funds would be available for repairs from summer storms; however, any funds left would be used for new walkovers. Hughes asked if Blevins thought that the Triple Crown event would increase in 2011. Blevins said the event had been reduced to two weekends to obtain a better impact. He noted that the County had seen a larger growth in individual tournaments. Hastings pointed out that a five-percent decrease in the budget had been mandated by the County Administrator. Discussion occurred between the Board and Peter who summarized the Convention Center bond program involved with the bond-mandated reserve in the budget. Peter explained that the 20-year, \$40 million bond issuance required the County to provide \$2.5 million worth of marketing value annually. He asked that an update regarding the amphitheatre be provided at the next meeting. Hastings advised that staff was currently interviewing for a marketing person for the Ponte Vedra facility and the amphitheatre, as well as searching other sponsorship opportunities to help raise revenue.

(05/16/11 - 2 - 2:03 p.m.)

8. ARTS & CULTURAL CATEGORY

a. TDC/SJCCC Draft Contract

Hastings directed attention to article three on page two, and noted that the two-year agreement, with one-year extensions, required approval from the board. Regina Ross, Assistant County Attorney, pointed out that the board could place a time variation on the contract if they desire. In response to an inquiry, she noted that a 60-day termination notice without cause provision had been included in the contract as well as a 15-day termination notice for cause. She confirmed that the contract contained a 6-month evaluation process. *Consensus was given to allow a two-year contract with an automatic one-year renewal.*

(2:08 p.m.) Bill Coleman approached the podium and asked that the contract include 180 calendar days for termination notification. Bartosch directed attention to page 13 of the document and noted that the termination language was included in at least two different areas of the contract. He suggested that the new hire would not be able to offer his input regarding the 12-month marketing plan and nearly no input in the five-year strategic plan. Hastings advised that staff was prepared to recommend "after 180 days" language. Ross reiterated that the number of days could be modified, by the board; however, the current contract figure had been based on previous conversations with the Board. She advised that the board could modify the deliverables to 180 days. Bartosch recommended that deliverables be set at 180 days after the hiring of an Executive and 60 days for a marketing plan which he did not believe was long enough and suggested six months for the five-year strategic plan. Directing attention to Article 5, paragraph B, she said the number of days could be extended to 180 if the board desired. Peter questioned why it was taking 180 days to hire an Executive Director. Coleman noted that the contract was not finished; therefore, the interviewing process could not start.

(2:14 p.m.) Hastings stated that incentives were included in the contract which allowed taking less time than the number of days specified in the contract. Ross noted that the 180 days would be the maximum time allowed. Hastings affirmed that the contract would contain 180 days in regards to the termination notice language. Discussion between board members and staff followed regarding a timeline to hire an Executive Director. Hastings directed attention to page 13, Scope of Services, and stated that items #1 and #3 would be changed to indicate the correct number of days. Bartosch explained that item #3 should be 120 calendar days and not 60 days which would be unrealistic. Mayers agreed with Bartosch. *Consensus was given to allow 120 calendar days for items #1 and #3.*

(2:19 p.m.) Regina Ross noted that page 5, paragraph 17, involving indemnification, would require Board of County Commissioners' approval. She pointed out that page 3, article #7, specified that commitment of county funds would not be available. Ross reviewed several changes for the Board. She suggested that the board allow 30 days for articles #26 and #27, Notice of Default, Remedies for Default, and Right to Cure.

(2:27 p.m.) Ross stated that a timeline should be included under items #5 and #6 in the Scope of Services area because they were both a topic of conversation during some meetings the Board had held. Discussion continued between staff and the Board in regards to completing the draft contract and when the contract would be presented to the Board of County Commissioners for their approval. Ross offered the Board a recap of the changes to the draft contract and confirmed with the Board the following: 120 days for items #5 and #6, 180 days to provide notice of securing adequate resources in order to perform under the contract, receipt of the 5-year strategic plan within 120 days, receipt of the application guidelines, policies, and procedures within 120 days, and 120 days for the marketing plan. Peter asked whether the board should specify the number of workshops to be held under item #7 in the Scope of Services. Ross said all elements would be subject to the Boards' final approval. She noted that the final draft document would be submitted to the Board of County Commissioners for their approval. In response to an inquiry, Ross affirmed that all documents would be presented to the TDC for their consideration and recommendation prior to the BCCs' final approval. Bryan stated that the board wanted to move the process along and not wait to the last minute, and the Board would very much like the Cultural Council to succeed.

(2:46 p.m.) Hastings noted that the Arts Culture had been casually referred to as Category II; however, he suggested that the board recommend a change in name to the Arts, Culture, and Heritage. Ross pointed out that the Board was required to review the Tourist Development Plan on an annual basis.

(2:47 p.m.) Motion by Bartosch, seconded by Mayers, carried 8/0 with Yanni absent, to offer recommendation to the Board of County Commissioners to amend Ordinance 2010-13, the Tourist Development Plan, to rename Category II from Arts Culture to Arts, Culture, and Heritage.

b. Funding Panel Meeting Update

(2:48 p.m.) Hastings noted that the TDC received an update from the Arts & Culture Funding Panel which included a recommendation to increase the budget from \$450,000 to \$500,000. Bartosch questioned whether the Funding Panel had the responsibility to decide the amount of money granted. O'Brien suggested that it was reasonable for the Funding Panel to make recommendations to the TDC. Bartosch voiced that the Funding Panel should not be responsible for the granting of funds; however, allow the Panel to make a recommendation to the TDC to grant funds. Bryan offered clarification in regards to the Funding Panel. Peter said he was sensitive to how hard it was to divvy up the funds. Discussion commenced between board members in regards to funds. Bryan suggested that the issue be left until a contact for the Executive Director was implemented.

c. Funding Panel Budget Request

No comment.

O'Brien left the meeting at 3:02 p.m.

(05/16/11 - 4 - 3:02 p.m.)

9. DESTINATION MARKETING - Richard Goldman

a. VCB Report

Goldman offered a PowerPoint presentation for the TDC concerning the VCB report. He noted that bed tax collections were up 40% during March 2011 which was eight-percent net of the fourth penny indicating strong growth. He reviewed and offered details for the following reports: Smith Travel Research, Website Dashboard, Sales Measurement summary, Communications Measures summary, and the Executive Director's comments. He pointed out that the beaches were trending ahead of the year-to-date. He noted that individual website visits were down by 12%; however, a content development plan had been created which would provide more content resulting in additional organic visitations to the website. In response to an inquiry from Bryan, Goldman affirmed that the Florida Association of Counties was involved with the proposed tax exemptions for Occupancy Tax Collections. He advised that they had deployed a mobile website for Florida's Historic Coast. He voiced that people could follow through the Facebook Friday site that showed local hoteliers, attractions, and events which were posted on the site and found to generate much attention. He noted that they had radio, online, and television spots during the PGA Tour event. He described the numerous advertising genres coming in the near future for St. Johns County.

(3:20 p.m.) Hughes asked whether the VCB had been involved with or reached out to Nascar. Blevins noted that the International Speedway Corporation representatives had not offered follow-up after Bryan and Blevins had their meeting with them almost a year ago. Discussion ensued between Blevins and the Board regarding representatives for Nascar. Hughes suggested several names for staff to contact in order to revisit with representatives from the speedway in Daytona. Bryan said he had been surprised by their representatives' lack of response. Hughes asked who their sales team included, and Goldman noted the names involved with the sales team. Hughes suggested that the ISC and NASCAR should be very interested in St. Johns County and tourists from the county.

(05/16/11 - 5 - 3:26 p.m.)

10. LEISURE & RECREATION - Troy Blevins

a. Update on Beaches

Blevins offered an update on the beaches and beach toll revenue through May 9, 2011. He noted that handicapped passes had been free; however, the annual handicapped sticker fee would be \$30.00 for a seasonal pass which began in October 2010. He said presales were up by 11 percent which involved a better advertising effort. Bryan asked whether the beaches were open to all vehicles due to the soft sand. Blevins noted that the rain over the weekend and a nor'easter had helped the beach driving conditions. He added that a good weekend brought in between \$20,000.00 and \$30,000.00 in revenue.

(05/16/11 - 5 - 3:31 p.m.)

11. FINANCIAL REPORTS

YTD Bed Tax Collections

YTD Cash Flow Worksheet

Visitor Related Expenditures

Monthly Detail Expenses by Department

Hastings noted a nine-percent increase in revenue for occupancy during March 2011. He said a substantial increase, 27.4%, had been experienced in the admissions category from the previous years' numbers. He said the Players Tournament week was remarkably successful. He offered comments about the Governor's visit to the County during the previous week.

(05/16/11 - 5 - 3:35 p.m.)

12. COMMENTS BY MEMBERS

Mayers voiced congratulations to the people involved in the PGA. Crosby agreed with Mayers regarding the outstanding job with the Players Tournament. Bartosch said such events were important to the county's future. Bryan agreed that the TDC and those involved had received positive feedback from the community and visitors. He encouraged all to continue negotiations in regards to the Culture contract. Hughes thanked those involved in the PGA event for their support. He said he was honored to partner with SJC and the Players Tournament. He pointed out that the PGA had made a \$5 million donation involving more than 100 local entities in the community. Boles voiced that he had a great time at the TPC. He pointed out that the City of St. Augustine had an unveiling of the Foot Soldiers monument over the past weekend. Peter extended his thanks to the Board of County Commissioners, VCB, and the TPC. He added that media who had attended the TPC included such countries as: Greece, Spain, England, Scotland, Ireland, Japan, Canada, Australia, and South Africa.

Hastings pointed out the newly displayed county employee artwork in the Administration building rotunda.

(05/16/11 - 5 - 3:44 p.m.)

13. ADJOURN

With there being no further business to come before the Board, the meeting adjourned at 3:44 p.m.

Approved June 20<sup>th</sup>, 2011  
TOURIST DEVELOPMENT COUNCIL  
OF ST. JOHNS COUNTY, FLORIDA

By: Jack Peter  
Jack Peter, Chair

ATTEST: CHERYL STRICKLAND, CLERK

By: Pam Halterman  
Deputy Clerk

