

**MINUTES OF MEETING  
INDUSTRIAL DEVELOPMENT AUTHORITY  
OF ST. JOHNS COUNTY  
April 12, 2021 3:00 pm  
at  
500 San Sabastian View, St. Augustine FL**

**Members Present:** Vivian Helwig, Geoffrey Litchney, Chet Frith, and Melissa Churchwell

**Members Absent:** Kevin Kennedy

**Guests Present:** See attached sign in sheet. Two call in guests Robert Gall, from Ziegler and Gina Weeks from Ziegler.

Mr. Litchney brings the meeting to order at 3:04PM.

Mr. Litchney asks for roll call. Mr. Litchney, Mr. Helwig, Mr. Frith and Ms. Churchwell in attendance. Mr. Kennedy is absent.

Mr. Litchney asks for public comment.

No public comment.

Mr. Litchney asks for additions and deletions to today's agenda.

No additions or deletions.

Mr. Litchney moves the meeting to approval of minutes March 8, 2021.

Discussion.

Motion Ms. Churchwell, Second Mr. Frith to approve the minutes of the March 8, 2021 meeting as presented.

Vote unanimous.

Mr. Litchney moves the meeting to the Treasurer's report.

Mr. O'Connell presents one check for payment \$707.00 for accounting services payable to W.H. O'Connell & Associates, PA. He asks for questions about the financials that were sent to each member.

Discussion.

Motion Mr. Frith, Second Mr. Helwig to approve the presented financial statements and check for payment.

Vote unanimous. Ms. Churchwell (call in)

Mr. Litchney moves the meeting New Business.

Consideration of Resolution 2021-02 for Life Care Ponte Vedra, Inc. d/b/a Vicar's Landing Bond Issuance.

Mr. Litchney asks for member comment.

Mr. Helwig none.  
Mr. Firth none.  
Ms. Churchwell none.  
Mr. Litchney none.

Mr. Litchney asks for a motion to approve Resolution 2021-02 as presented.

Motion Mr. Helwig, Second Mr. Frith to approve Resolution 2021-02 as presented.

Roll call vote:

Mr. Helwig yes.  
Mr. Firth yes.  
Ms. Churchwell yes.  
Mr. Litchney yes

Meeting stopped at 3:14 for signing and sealing of Resolution 2021-02.

Meeting resumes at 3:19.

Mr. Litchney thanks Life Care Ponte Vedra for their project and use of the IDA for financing.

Next Item - St. Augustine-St. Johns County Airport Authority Letter of Support for EDA Grant Application.

Ms. Zuberer states no member from the Airport Authority present. She asks for the members to review the letter that was sent with the agenda.

Mr. Helwig reads the letter sent from the Airport Authority.

Discussion on wording and format.

Mr. Litchney states if no further discussion we need a motion to approve the letter as amended.

Motion Mr. Firth, Second Ms. Churchwell to approve the St. Augustine-St. Johns County Airport Authority Letter of Support for EDA Grant Application as amended.

Vote unanimous.

Next item – St. Johns County Branding and Marketing Discussion and Request.

Ms. Meeks introduces herself as the director of Tourism for St. Johns County. She presents several slides and reviews each one. She states total cost of project will be \$250,000.

Mr. Litchney goes over the detail of what the \$250,000 would be used for. He asks Ms. Meeks what are the target markets?

Ms. Meeks states the target markets would be determined by the outside consultant. The goal is to attract high spending tourists.

Mr. Litchney asks who else is paying for this project? Are there any other partners?

Ms. Meeks states there are no other partners yet the IDA was the first consideration.

Discussion.

Ms. Meeks states the County would use funds for rollout.

Discussion on pricing and timeline.

Mr. Litchney asks the members for comment.

Mr. Frith states he is good with the program.

Mr. Litchney is good with the project and states this is inline with what we do but the IDA is being asked for 100% of the funding and is concerned because other groups will be benefiting from it and what will the IDA be getting in return. States it is surprising to him that there is not a whole group of entities kicking in.

Mr. Frith states he has the same thought but may want to stage the funding but is still good with the project.

Discussion on future funding with partners.

Ms. Churchwell states she would be more comfortable if other partners were involved in the initial funding.

Mr. Helwig states his concern for the IDA would be a long term commitment because of the unpredictable revenue sources of the IDA. Supports full commitment now but the IDA needs clear benefit.

Discussion of timing, contract, and funding.

Mr. Helwig asks for the timing.

Ms. Meeks states if the IDA approves all or partial funding she will request a contract be drafted by the County Attorney's office. Time line 3 months or less.

Discussion.

Ms. Meeks states she will bring to the IDA two contracts for consideration. One for the full \$250,000 and the second for a lessor amount with staged pay outs.

Discussion.

Next Item - Reports.

Mr. Helwig. None. Thanks Chairman and Ms. Zuberer

Mr. Frith None.

Mr. Churchwell. None.

Mr. Litchney. None.

Commissioner Smith. None.

Ms. Zuberer states next meeting will be back in the conference room upstairs.

Mr. Litchney states next meeting is May 10, 2021 and ask for a motion to adjourn.

Motion Mr. Frith, Second Mr. Helwig to adjourn at 4:09PM

Vote unanimous.

# IDA

## SIGN IN SHEET

IDA BOARD MEMBERS		<p style="text-align: center;"><b>IDA MEETING</b></p> <p>DATE: <u>4/12/11</u></p>
1	Greoff Litchney	
2	Viv Helwig	
3	Chet Fith	
4	Melissa Churchwell	
5		
6		
7		

VISITORS / GUESTS		Who do you represent?
1	Darrea Roy, CFO	Life Care Center Vedra, Inc.
2	Dale Fickel	Life Care Center Vedra Inc
3	Bruce Jones	Vicari's Landing / LCPV
4	Randy Clement	Bryant Miller O.I. we P.A.
5	Greoff Dobson	IDA ATty
6	Henry O'Connell	IDA CPA
7	Tara Marks	SJC
8	Jennifer Zuberer	SJC
9	Cathy Newman	SJC Chamber
10	Robert Hall	Ziegler Investment
11	Genia Waks	Ziegler Investment
12	Commissioner Smith	SJC
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