

**MINUTES OF MEETING  
INDUSTRIAL DEVELOPMENT AUTHORITY  
OF ST. JOHNS COUNTY  
January 10, 2022 3 p.m.  
at  
500 San Sebastian View, St. Augustine FL**

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

**Members on Phone:** Vivian Helwig and Kevin Kennedy

**Members Absent:** None.

**Guests Present:** See attached sign-in sheet.

Ms. Churchwell brings the meeting to order at 3:01 p.m.

Ms. Churchwell notes that all members are present or on the phone.

Ms. Churchwell asks for public comment.

No public comment.

Ms. Churchwell asks for additions and deletions to today's agenda.

No additions or deletions to the agenda.

Ms. Churchwell welcomes Commissioner Whitehurst as the new Board of County Commissioners liaison for the IDA.

Ms. Churchwell moves the meeting to approval of the minutes of the November 8, 2021 meeting.

Motion Mr. Litchney, second Mr. Frith to approve the minutes of the November 8, 2021 meeting as presented.

Vote unanimous.

Ms. Churchwell moves the meeting to the Treasurer's report.

Mr. O'Connell was not present at the meeting, but the payment for TPC tickets was discussed. Mr. McCabe said that the tickets started being issued within the last week, and the payment for the tickets will need to be made. Mr. McCabe said the IDA has an agreement for The Deck for 12 tickets each day for \$10,200.

Motion Mr. Frith, second Mr. Litchney to approve the financials.

Vote unanimous.

Ms. Churchwell moves the meeting to the PR/communications strategy agenda item.

Ms. Butler with the St. Johns County Department of Public Affairs called in to talk about the item. She said that the Public Affairs Office has not worked on marketing bond issuances in the past, so this would be something new that would involve some education by the Public Affairs Department. She provided a

background of the resources that the county has available, including social media (Facebook, Twitter, Instagram and Next Door), commissioner newsletters distributed on a quarterly basis, and press releases to media partners in the St. Augustine and Jacksonville area, including news stations, print and radio. It was recommended to use a third-party agency due to the department's current commitments. The Public Affairs Department relies on the other departments/organizations to be the agency expert to provide the information for press releases. From there, the Public Affairs Department would make edits to the information to tailor the information for the different channels for distribution.

Discussion.

Ms. Churchwell moves the meeting to the branding update agenda item.

Ms. Meeks said nine people from North Star visited and were here in St. Johns County collectively for four days. There were a total of five focus group meetings, each meeting had approximately 12 to 20 participants. The focus groups were with residents, tourism-related businesses (two groups), non-tourism-related businesses, and County department directors. North Star also conducted 23 one-on-one meetings. They had a site tour at Northrop Grumman and The PGA TOUR as well. There will be additional one-on-one meetings by phone, and they are also putting together a community survey. North Star will be providing three different brand options around the April/May timeframe.

Discussion.

Ms. Churchwell moves the meeting to the 2022 meeting schedule agenda item.

Ms. Zuberer asked the IDA members if they still wanted to meet every month or if they would like to change the meeting schedule for this year.

Discussion.

It was determined to leave the meetings monthly, and if there is no business then the meetings can be cancelled. Ms. Churchwell will use the discretion on a monthly basis to determine if there will be a meeting.

Ms. Churchwell moves the meeting to IDA member reports.

Ms. Churchwell – none.

Mr. Litchney – none.

Mr. Frith – none.

Mr. Helwig – none.

Mr. Kennedy – none.

Mr. Maynard provided an update for the St. Johns County Chamber of Commerce. He talked about recent economic development projects he's been working on. He said the biggest challenge is finding product – space and land. He said there are a lot of opportunities and the next challenge is finding the workforce to fill the positions.

Motion Ms. Churchwell, second Mr. Litchney to adjourn the meeting at 3:42 p.m.

Vote unanimous.

# IDA

## SIGN IN SHEET

IDA BOARD MEMBERS		IDA MEETING  DATE: <u>1/10/22</u>
1	Melissa Churchwell	
2	Chet Frith	
3	Geoff Litchney	
4	Kevin Kennedy (call in)	
5	Viv Helwig (call-in)	
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VISITORS / GUESTS		Who do you represent?
1	Scott Maynard	SJC Chamber
2	Sarah Butler (call in)	SJC Public Affairs
3	Tera Meeks	SJC Tourism + Economic Development
4	Commissioner Whitehurst	SJC BCC
5	Jennifer Zuberer	SJC Economic Development
6	Mike McLabe	IDA Attorney
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