

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
JUNE 21, 2021
1:30 P.M.**

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

Present: Michael Gordon, Chair
Paul Waldron, BCC Representative
Nancy Sikes-Kline, Vice Mayor, City of St. Augustine Representative
Diane Mataraza, District 3
Danny Berenberg, District 4
Troy Blevins, District 5
Sindy Wiseman, Deputy Clerk

Also present: Tera Meeks, Tourism and Cultural Development Director; Dena Masters, TDC Administrative Coordinator; and Regina Ross, Deputy County Attorney

Absent: Joe Finnegan, Vice Chair; Don Samora, Vice Mayor, City of St. Augustine Beach Representative; and Michael Wicks, District 4

(06/21/21 - 1 - 1:30 p.m.)

1. CALL TO ORDER

Gordon called the meeting to order.

(06/21/21 - 1 - 1:32 p.m.)

2. PLEDGE OF ALLEGIANCE

Mataraza led the Pledge of Allegiance.

(06/21/21 - 1 - 1:32 p.m.)

3. ROLL CALL

Masters called the roll. Council members Gordon, Berenberg, Mataraza, Waldron, Sikes-Kline, and Blevins were present and Council members Finnegan, Samora, and Wicks were absent.

(06/21/21 - 2 - 1:33 p.m.)

4. APPROVAL OF AGENDA

Motion by Waldron, seconded by Berenberg, carried 6/0, with Finnegan, Samora, and Wicks absent, to approve the agenda, as submitted.

(06/21/21 - 2 - 1:33 p.m.)

5. APPROVAL OF MINUTES

Motion by Berenberg, seconded by Sikes-Kline, carried 6/0, with Finnegan, Samora, and Wicks absent, to approve the minutes for the May 17, 2021, meeting, as submitted.

(06/21/21 - 2 - 1:33 p.m.)

6. PUBLIC COMMENT

There was none.

(06/21/21 - 2 - 1:34 p.m.)

7. TDC BOARD MEMBER RECOMMENDATION

Tera Meeks, Tourism and Cultural Development Director, presented the details of the member recommendation, via PowerPoint.

(1:36 p.m.) Berenberg noted that the two prior recommendations to the BCC had not been considered and questioned whether the TDC recommendations wasted time. Ross explained the process for TDC's recommendations to the BCC. Discussion ensued on the proposed applicants. Mataraza gave a presentation on the attributes of the County and recommended having a non-accommodations person that was a member of a St. Johns County attraction sitting on the Council, via PowerPoint. Sikes-Kline requested that Waldron support the motion to the BCC, on behalf of the TDC.

(1:47 p.m.) **Motion by Mataraza, seconded by Blevins, carried 6/0, with Finnegan, Samora, and Wicks absent, to appoint Kathy Fleming, for the non-accommodation vacancy.**

(06/21/21 - 2 - 1:50 p.m.)

8. CULTURAL COUNCIL PROMOTION PLAN AND MARKETING UPDATE

Christina Parrish-Stone, Executive Director of the St. Johns Cultural Council (SJCC), introduced Robin Malpass, Robin Malpass and Associates, Chicago, Illinois, to provide an update on the promotion plan.

(1:51 p.m.) Malpass provided an update on the St. Johns Cultural Council Cultural Destination Marketing Three-Year Plan, via PowerPoint. She spoke on objective, goals, strategies, cultural brand promise, tactics, timeline, and education and implementation, for the cultural visitor.

(2:10 p.m.) Berenberg asked Malpass for more information on the African American Travel Conference in 2023. Malpass responded. Discussion ensued on the historical stories throughout the County, marketing, and marketing to targeted generations.

The meeting recessed at 2:18 p.m. and reconvened at 2:29 p.m. due to the power outage.

(2:29 p.m.) Parrish-Stone spoke on adding the \$200,000 from reserves, that had not been authorized to be spent from Fiscal Year (FY) 2021, to increase the grant pool for next FY 2022. Discussion ensued on marketing between the Cultural Council and the Visitors and Convention Bureau, to ensure that there was not duplication in marketing.

(06/21/21 - 3 - 2:40 p.m.)

9. VCB PROMOTION PLAN

Susan Phillips, Visitors and Convention Bureau, provided the details of the item, via PowerPoint. She spoke on the situation analysis, including trends, competitive intel, and brand referral; State of the Brand, including Florida's Historic Coast; and the FY 2022 Marketing Budget, including allocations, objectives and strategies, media types, advertising, promotions and strategic alliances, web development and eCRM, communications and public relations, sales, and research.

(2:49 p.m.) Sikes-Kline left the meeting.

(2:57 p.m.) Blevins questioned the platforms used. Phillips responded.

(06/21/21 - 3 - 2:59 p.m.)

10. FY22 PROPOSED BUDGET RECOMMENDATION

Tera Meeks, Tourism and Cultural Development Director, presented the details of the proposed budget, via PowerPoint. She reviewed the budgets for each of the five categories.

(3:18 p.m.) *Blevins requested a line item in Category 3 for \$25,000 allocated to use as possible match funds toward boat ramps.*

(3:20 p.m.) Meeks summarized the status of the recommendation of the 5th cent bed tax, stating that whatever changes made by the BCC would be implemented, when approved,

and would be brought back to the TDC, for review of the impact to the budget. Discussion ensued on the existing budget and the potential budget with changes that would include the outcome of the proposed 5th cent.

(3:31 p.m.) *Waldron recommended staff to work with the Cultural Council to vet the shortfalls in the FY 2022 marketing program and review the feasibility providing funding through Category 1.*

(3:34 p.m.) Mataraza commented on leaving the research in Category 4 to ensure one overarching research aim to evaluate the effectiveness and cause and affect.

(3:35 p.m.) Motion by Blevins, seconded by Waldron, carried 6/0, with Finnegan, Samora, and Wicks absent, to approve the recommended budget, with suggested changes.

(06/21/21 - 4 - 3:36 p.m.)

11. MONTHLY REPORTS PROVIDED IN PACKETS

Gordon noted the tremendous activity with the social and leisure market in Ponte Vedra. Meeks noted the all-time records being broken in the County.

(06/21/21 - 4 - 3:38 p.m.)

12. MEMBER COMMENTS

Meeks introduced Teddy Meyer, Facility Manager, Parks and Recreation, and spoke on Doug Bataille, Director of Parks and Recreation's retirement.

(3:39 p.m.) Waldron and Gordon thanked Mataraza for her service.

(3:40 p.m.) Mataraza expressed her appreciation to the Council. She offered three thoughts that she hoped would stay in the forefront, as the TDC continued to guide tourism development: 1) meeting visitor expectations, while protecting and preserving the historical legacy of the County and meeting the residents' quality of life expectations; 2) how might tourism development be better coordinated between the Cities of St. Augustine/St. Augustine Beach, VCB, St. Johns Cultural Council, and the Chambers, regarding the overarching goals for smart responsible tourism growth and how efforts could be better coordinated to achieve the goals; and 3) the overall tourism capacity.

(06/21/21 - 5 - 3:41 p.m.)

13. NEXT MEETING DATE

Meeks stated that the next meeting date was scheduled for September 20, 2021. Blevins requested a meeting prior to the BCC approving the budget.

(06/21/21 - 5 - 3:43 p.m.)

14. ADJOURN

With there being no further business to come before the Council, Gordon adjourned the meeting at 3:43 p.m.

Approved _____, 2020

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Michael Gordon, Chair

ATTEST: BRANDON J. PATTY,
CLERK OF THE CIRCUIT COURT & COMPTROLLER

By: _____
Deputy Clerk