

**MINUTES OF MEETING
TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
SEPTEMBER 20, 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
Don Samora, Vice Mayor, City of St. Augustine Beach Representative
Kathy Fleming, District 5
Danny Berenberg, District 4
Michael Wicks, District 4
Troy Blevins, District 5
Sindy Wiseman, Deputy Clerk

Also present: Tera Meeks, Tourism and Cultural Development Director; Dena Masters, TDC Administrative Coordinator; Patrick McCormack, County Attorney, and Jalisa Ferguson, Assistant County Attorney

Absent: Joe Finnegan, Vice Chair

(09/20/21 - 1 - 1:30 p.m.)

1. CALL TO ORDER

Michael Gordon called the meeting to order.

(09/20/21 - 1 - 1:31 p.m.)

2. PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

(09/20/21 - 1 - 1:31 p.m.)

3. ROLL CALL

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

(09/20/21 - 2 - 1:32 p.m.)

4. APPROVAL OF AGENDA

Motion by Waldron, seconded by Wicks, carried 8/0, to approve the agenda, as submitted.

(09/20/21 - 2 - 1:32 p.m.)

5. APPROVAL OF MINUTES

(1:32 p.m.) Motion by Blevins, seconded by Waldron, carried 8/0, to approve the minutes for the June 21, 2021, meeting, as submitted.

(09/20/21 - 2 - 1:33 p.m.)

6. PUBLIC COMMENT

There was none.

(09/20/21 - 2 - 1:33 p.m.)

7. ARTS, CULTURE AND HERITAGE GRANT RECOMMENDATIONS

Christina Parrish-Stone, Executive Director of the St. Johns Cultural Council (SJCC), presented the details of the requested funding for the Arts, Culture and Heritage Grant program, via PowerPoint. She noted that there were several new organizations to apply. Discussion ensued on the new applicants, the number of years eligible to apply, adjusting the guidelines, the number of applications received, and the number of applications that did not receive funding.

(1:40 p.m.) Motion by Berenberg, seconded by Waldron, carried 7/0, with Fleming recused, to recommend the funding amounts to the entities recommended by the Arts, Culture and Heritage Grant recommendation, as contained in the agenda packet.

(1:41 p.m.) Fleming asked for clarification as to a conflict of interest, due to her organization being on the list. McCormack said that for an abundance of caution, Fleming could recuse herself, and in the future, if there was question as to a conflict, notify the county attorney's office ahead of time to be verified.

(1:42 p.m.) Parrish-Stone noted that the council members were given a draft of a Cultural Guide, being prepared by the Cultural Council, and requested feedback from the council members.

(09/20/21 - 3 - 1:43 p.m.)

8. SPORTS TOURISM GRANT APPROVALS

- Public Comment
- AJGA Billy Horschel Tournament
- Perfect Game Baseball
- Florida Georgia Pickleball
- ORCA Women's Golf Championship

Teddy Meyer, Parks and Recreation, presented the details of the requested funding: \$7,500 for the AJGA Billy Horschel Tournament; \$7,500 each for the two Perfect Game Baseball Tournaments; \$8,000 for the Knights of Columbus Florida Georgia Pickleball Classic; and \$30,000 for the PXG Match Play Championship.

(1:49 p.m.) Blevins noted that the correction in the ORCA Women's Golf Championship to the PXG Match Play Championship should be reflected in the motion.

(1:50 p.m.) Berenberg asked whether there had been any growth in Pickleball. Meyer responded that the tournament had grown from approximately 200 to approximately 415, with several applicants that were turned down because of overcapacity.

(1:51 p.m.) Motion by Blevins, seconded by Fleming, carried 8/0, to approve all requested funding, with the amendment to the name to PXG Match Play Championship.

(1:52 p.m.) Blevins noted the loss of member Herb Watson, from the Recreation Advisory Board, and expressed appreciation to his family.

(09/20/21 - 3 - 1:52 p.m.)

9. FISCAL YEAR 2022 BUDGET UPDATE

Meeks presented the details of the item, via PowerPoint. She updated the council on the BCC's requested changes to the category allocations with the addition of the 5th cent tax revenue.

(2:03 p.m.) Blevins questioned whether there was a Capital Improvement Plan (CIP) for a boat ramp and whether the \$600,000 for Parks and Recreation was for the artificial turf fields. Meeks responded.

(2:05 p.m.) Fleming asked for a financial report that showed the variance from year to year. Meeks responded.

(09/20/21 - 4 - 2:07 p.m.)

10. MONTHLY REPORTS

Monthly reports are provided in packets.

(09/20/21 - 4 - 2:08 p.m.)

11. MEMBER COMMENTS

McCormack expressed his appreciation to the council for their service and introduced the new Assistant County Attorney, Jalisa Ferguson.

(2:09 p.m.) Berenberg expressed his appreciation to Meeks and Parrish-Stone on the transition to the process of the grant program.

(2:10 p.m.) Sikes-Kline welcomed Ferguson and Fleming to the council.

(09/20/21 - 4 - 2:10 p.m.)

12. NEXT MEETING DATE

The next meeting date was scheduled for October 18, 2021.

(09/20/21 - 4 - 2:10 p.m.)

13. ADJOURN

With there being no further business to come before the Council, Gordon adjourned the meeting at 2:10 p.m.

Approved October 18, 2021

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: Joseph P. Finnegan
Michael Gordon, Chair
Joseph Finnegan, Vice Chair

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

By: Sandy Roseman
Deputy Clerk