

**AGENDA**  
**ST. JOHNS COUNTY**  
**INDUSTRIAL DEVELOPMENT AUTHORITY**

**January 10, 2022**  
**3 p.m.**

**Executive Board Conference Room**  
**County Commission Office of the Administration Building**  
**500 San Sebastian View**  
**St. Augustine, FL 32084**

**\*\*Regular Meeting\*\***

Roll Call

Public Comment

Each person addressing the Board shall state their name and address for the public record and limit comments to three (3) minutes. Public comment will also be provided for each item containing a proposition (other than ministerial acts) before the Board.

Additions and/or Deletions to Agenda

Approval of Minutes

- November 8, 2021

Treasurer's Report

- Review and Approve Financials

New Business

- PR/Communications Strategy for IDA Bond Issuances
  - St. Johns County Department of Public Affairs Resources - Lorena Inclán,  
St. Johns County Director of Public Affairs and/or Sarah Butler, St. Johns County  
Office of Public Affairs Supervisor
- Branding Project Update - Tera Meeks, St. Johns County Director of Tourism and Cultural Development
- 2022 Meeting Schedule

Reports

- IDA Members

Adjournment

**MINUTES OF MEETING  
INDUSTRIAL DEVELOPMENT AUTHORITY  
OF ST. JOHNS COUNTY  
November 8, 2021 3 p.m.  
at  
500 San Sebastian View, St. Augustine FL**

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

**Members Absent:** None.

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

Ms. Churchwell brings the meeting to order.

Ms. Churchwell notes that all members are present except Chet Frith (Chet arrives at the meeting shortly after).

Ms. Churchwell asks for public comment.

No public comment.

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

THE PLAYERS Championship item was moved to the first item on the agenda.

Ms. Churchwell moves the meeting to approval of the minutes of the October 11, 2021 meeting.

Motion Mr. Litchney, second Mr. Kennedy to approve the minutes of October 11, 2021 meeting as presented.

Vote unanimous.

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

Mr. O'Connell was not present, but checks were provided for signature by Ms. Zuberer. The first check was for the Florida Department of Community Affairs for \$175 and the second check was for Mr. O'Connell's services for \$624.

Motion Mr. Kennedy, second Mr. Litchney to approve the checks for signature.

Vote unanimous.

Ms. Churchwell moves the meeting to THE PLAYERS Championship.

Mr. McCabe provides an overview of THE PLAYERS Championship ticket package agreement for 2022. He said that The Deck is a ticket package at a similar price point of packages purchased in the past. The agreement for The Deck is for \$10,200 and includes 12 tickets per day and is located in a tent area between the 16<sup>th</sup> and 18<sup>th</sup> holes. The tickets are inclusive of beer, wine and soda with a private restroom

facility and six general parking passes per day. Cocktails and food are pay as you go. Mr. McCabe said that typically in the past, the economic development group disseminated the tickets for the IDA.

Discussion.

Ms. Renault from the St. Johns County Chamber of Commerce provides an update of the ticket distribution from last year. She begins by introducing Scott Maynard, the new Economic Development Director with the chamber. She says that the ticket distribution is an intentional process that focuses on veteran businesses, manufacturing businesses, prospects in the pipeline that have been announced and current prospects in the pipeline. She says that this a great opportunity to reach out to those in the current pipeline.

Discussion.

Motion Mr. Litchney, second Ms. Churchwell to approve the ticket package agreement.

Vote unanimous.

Ms. Churchwell moves the meeting to Presbyterian Retirement Communities.

Mr. Weinstein with Rogers Towers representing Presbyterian Retirement Communities (PRC) and its affiliates, Westminster Woods on Julington Creek and Westminster St. Augustine at World Golf Village, is present at the meeting. He says that in 2020 the obligated group, the combined group of companies, did a bond issuance with the IDA. This year the obligated group would like to use the Orange County Health Facilities Authority to refinance bonds that authority issued in 2016. Mr. Weinstein says he is asking today for an interlocal agreement from the IDA. Typically, that would require a TEFRA hearing and BCC approval, but since they are not extending the maturity of the bonds, then there is a provision in the Internal Revenue Code that says it is not needed. Since the 2016 bonds and the bonds that came before it finance facilities all over PRC's statewide footprint in five jurisdictions, they typically have to request interlocal agreements from all five of those jurisdictions, including the IDA. The resolution would approve an interlocal agreement among the five jurisdictions and would broadened the form of the interlocal agreement so that for PRC and its affiliates, as long as one of the five issuing bodies says it will issue bonds, then PRC doesn't need to get an interlocal agreement in the future because it is broad enough. If the bond issuance requires new money, then TEFRA approvals would apply.

Discussion.

Motion Ms. Churchwell, second Mr. Litchney to approve the resolution authorizing the interlocal agreement as presented.

Vote unanimous.

Ms. Churchwell moves the meeting to the branding project update.

Ms. Meeks says the County put out a request for proposals and received five responses for the branding project. The County awarded the contract to North Star. There have been initial phone calls with North Star, and the company will be coming into town from December 14-17 for information gathering. While here, they will be doing familiarization trips, and the County will introduce them to local business owners and will also do a series of focus groups and one-on-one interviews. Ms. Meeks said she is hoping to receive preliminary ideas from them at the beginning of the year.

Discussion.

Mr. Kennedy said he would be the main point of contact for the IDA for the branding project.

Ms. Churchwell moves the meeting to IDA member reports.

Mr. Kennedy – none.

Mr. Litchney – none.

Mr. Frith – Mr. Frith asks if there were any new updates from the airport authority regarding the grant.

It was mentioned that the deadline for the EDA grant was extended, and the airport authority plans to submit the grant soon.

Mr. Helwig – none.

Ms. Churchwell – none.

Motion Mr. Kennedy, second Mr. Litchney to adjourn the meeting.

Vote unanimous.

# IDA

## SIGN IN SHEET

### IDA BOARD MEMBERS

1	Kevin Kennedy
2	Geoff Litchney
3	Melissa Churchwell
4	Viv Helwig
5	Chet Firth
6	
7	

### IDA MEETING

DATE: 11/8/21

### VISITORS / GUESTS

### Who do you represent?

1	Irv Weinstein	PRC
2	Scott Maynard	St. Johns County Chamber
3	Mike McLabe	IDA Attorney
4	Tera Meeks	SJC
5	Isabelle Renault	St. Johns County Chamber
6	Geoff Dobson	IDA Attorney
7	Jennifer Zuberer	SJC
8	Patrick Mullen (call in)	Ziegler / PRC
9	Jennifer Martens (call in)	PRC
10	Patrick McCormack	SJC
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Industrial Development Authority  
**Balance Sheet**  
As of December 31, 2021

	<u>Dec 31, 21</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1002 · Ameris Bank	130,291.04
1004 · Ameris CD 2	521,860.95
	<hr/>
<b>Total Checking/Savings</b>	652,151.99
	<hr/>
<b>Total Current Assets</b>	652,151.99
	<hr/>
<b>TOTAL ASSETS</b>	<b><u>652,151.99</u></b>
	<hr/>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
2810 · Fund Balance - Unreserved Des	132,016.26
32000 · Retained Earnings	520,918.94
Net Income	(783.21)
	<hr/>
<b>Total Equity</b>	652,151.99
	<hr/>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>652,151.99</u></b>
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1:59 PM  
01/03/22  
Accrual Basis

Industrial Development Authority  
**Profit & Loss**  
October through December 2021

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	<u>Oct - Dec 21</u>
<b>Income</b>	
<b>3013 · Prosperity Bank Interest Income</b>	15.79
<b>Total Income</b>	15.79
<b>Expense</b>	
<b>5010 · Accounting</b>	624.00
<b>5710 · DCA Special Fees</b>	175.00
<b>Total Expense</b>	799.00
<b>Net Income</b>	<u><u>(783.21)</u></u>