



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
January 30, 2023 - 1:30 pm

CALL TO ORDER

Finnegan called the meeting to order at 1:35 p.m.

Present: Joe Finnegan, Chair
Michael Gordon, Vice Chair
Sarah Arnold, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Don Samora, Mayor, City of St. Augustine Beach Representative
Regina Phillips, District 2
Michael Wicks, District 4
Troy Blevins, District 5

Absent: None

Staff Present: Tera Meeks, Tourism and Cultural Development Director
Dena Masters, Tourist Development Council Administrative Coordinator
Jalisa Ferguson, Assistant County Attorney
Artricia K. Allen, Deputy Clerk

PLEDGE OF ALLEGIANCE

Finnegan led the Pledge of Allegiance.

ROLL CALL

Masters called the roll. Council members Arnold, Blevins, Finnegan, Gordon, Phillips, Samora, Sikes-Kline, and Wicks were present.

APPROVAL OF AGENDA

Motion by Phillips, seconded by Gordon, carried 8/0, to approve the Agenda, as submitted.

APPROVAL OF MINUTES

Motion by Blevins, seconded by Samora, carried 8/0, to approve the minutes for the October 17, 2023, meeting, as submitted.

PUBLIC COMMENT

Michel Pawlowski (Exhibit A) provided public comment.

WELCOME NEW TOURIST DEVELOPMENT COUNCIL BOARD MEMBER, COMMISSIONER SARAH ARNOLD

Finnegan welcomed St. Johns County Board of County Commissioner Sarah Arnold.

SELECTION OF NEW CHAIR AND VICE CHAIR

Meeks reviewed the procedures for selection of the chair and vice chair. Finnegan called for chair and vice chair nominations.

Motion by Blevins, seconded by Finnegan, carried 8/0, nominating Michael Gordon as Chair.

Motion by Sikes-Kline, seconded by Blevins, carried 8/0, nominating Regina Phillips as Vice Chair.

TOURIST DEVELOPMENT COUNCIL MEMBER APPLICATION RECOMMENDATIONS

Meeks presented the details of the vacancy and reviewed the procedures for the selection of the Tourist Development Council chair and vice chair. Discussion ensued on the recommended applications.

Motion by Sikes-Kline, seconded by Blevins, carried 3/5, via roll call vote, with Sikes-Kline (yes), Phillips (yes), Blevins (yes), Arnold (no), Finnegan (no), Gordon (no), Samora (no), and Wicks (no), to recommend the Board of County Commissioners to approve Jeanetta Cebollero for the vacant Tourist Development Council seat.

Motion by Finnegan, seconded by Arnold, carried 8/0, via roll call vote, to recommend the Board of County Commissioners to approve Irving Kass for the vacant Tourist Development Council seat.

SPORTS TOURISM GRANT APPROVALS

- Florida Elite Soccer Academy, Florida Elite Invitational, Recommended - \$10,000
- Knights of Columbus, Veritas Pickleball Tournament, Recommended - \$7,500
- First Coast Sailing Association, St. Augustine Sailing Regatta, Recommended - \$7,500

Meeks presented the details of the grant funding requests. Blevins requested a breakdown of Jacksonville room nights with rates.

Motion by Finnegan, seconded by Gordon, carried 7/1, with Blevins dissenting, to recommend the Board of County Commissioners to approve the Florida Elite Soccer Academy, Florida Elite Invitational funding request for \$10,000.

Motion by Blevins, seconded by Sikes-Kline, carried 8/0, to recommend the Board of County Commissioners to approve the Knights of Columbus, Veritas Pickleball Tournament funding request for \$7,500.

Motion by Sikes-Kline, seconded by Samora, carried 8/0, to recommend the Board of County Commissioners to approve the First Coast Sailing Association, St. Augustine Sailing Regatta funding request for \$7,500.

FISCAL YEAR 2024 ARTS, CULTURE AND HERITAGE GRANT GUIDELINES RECOMMENDATION

Meeks presented the details of the Fiscal Year 2024 grant guidelines, via PowerPoint. Discussion ensued on marketing plan event scoring verses non-peak season event scoring, with additional comments provided by Christina Stone, Executive Director of the St. Johns Cultural Council (SJCC).

Blevins recommended to decrease the marketing plan event scoring to 25 points and to increase the non-peak season event scoring to 10 points.

Motion by Blevins, seconded by Sikes-Kline, carried 8/0, to recommend the Board of County Commissioners to approve the Fiscal Year 2024 Arts, Cultural and Heritage (ACH) Grant guidelines, and to include the recommended changes provided by Council member Blevins.

COUNTY TOURISM PROMOTIONAL CONTRACT UPDATE

Meeks provided an update on the County's Tourism promotional contracts. Discussion ensued on the contract timelines.

MONTHLY REPORTS PROVIDED IN PACKETS

Meeks noted that the monthly reports were provided in the agenda packet.

Christine Stone, St. Johns County Cultural Council, provided a St. Johns Cultural Council Cultural Tourism update on programs and events, via PowerPoint and Video. Discussion ensued on the waves of change.

Susan Phillips, Chief Executive Officer of the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau (VCB) presented details of the VCB report, via PowerPoint. In addition, she stated the focus for this year would be to include more collaboration and communication.

MEMBER COMMENTS

Sikes-Kline thanked the Tourist Development Council and Tera Meeks for assisting with The Nights of Lights. Meeks explained the funding support that was provided.

Blevins on behalf of the Bayfront Hotels, thanked the City of St. Augustine and Tera Meeks for assisting with The Nights of Lights.

Gordon thanked Chairman Finnegan for his leadership and service to St. Johns County and the Tourist Development Council.

NEXT MEETING DATE – MARCH 20TH

Meeks stated that the next meeting was scheduled for March 20, 2023.

ADJOURN

Motion by Finnegan, seconded by Blevins, carried 8/0, to adjourn the meeting.

With there being no further business to come before the Council, Finnegan adjourned the meeting at 2:38 p.m.

Approved _____, 2023

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