



**Minutes of Meeting**  
**Tourist Development Council**  
**St. Johns County, Florida**  
County Administration Building  
500 San Sebastian View  
St. Augustine, Florida 32084  
October 16, 2023 - 1:30 p.m.

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1. CALL TO ORDER

Gordon called the meeting to order at 1:30 p.m.

Present: Michael Gordon, Chair  
Sarah Arnold, BCC Representative  
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative  
Don Samora, Mayor, City of St. Augustine Beach Representative  
Irving Kass, District 2  
Michael Wicks, District 4  
Charles Cox, District 3  
Troy Blevins, District 5

Absent: Regina Phillips, Vice Chair

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

2. PLEDGE OF ALLEGIANCE

Kass led the Pledge of Allegiance.

3. ROLL CALL

Masters called the roll. Council members Arnold, Blevins, Cox, Gordon, Samora, Sikes-Kline, Wicks, and Kass were present. Council member Phillips was absent.

4. APPROVAL OF AGENDA

Kass requested that two items be added to the agenda for discussion; TDC Roles, Policy and Reserves. He recommended that the items be heard prior to Agenda Item 7. Meeks provided details on council regulations and stated that the Zora Neale Hurston presentation wasn't included on the agenda but would be added as Agenda Item 7a. Discussion ensued on member comments, action items, and the TDC meeting agenda process. Ferguson provided the Council's requirements

regarding action items. In addition, Kass requested that Agenda Items 7 and 8 be continued to a future Tourist Development Council meeting.

Public Comment: Benjamin Platt, Diane Bradley, and David Bagnall provided public comment.

**Motion by Kass, seconded by Cox, carried 7/1, with Wicks dissenting and Phillips absent, via roll call vote, to approve the Agenda, as amended, to add the Zora Neale Hurston statue presentation as Agenda Item 7a, pull Agenda Item 7 to be heard at a later date, and to add an agenda item regarding reserves at a future meeting.**

**Yea: Arnold, Blevins, Cox, Gordon, Kass, Samora, Sikes-Kline**

**Nay: Wicks**

**Absent: Phillips**

## 5. APPROVAL OF MINUTES

Discussion ensued on the Tag! Children's Museum motion from the previous meeting minutes. Meeks provided a recommendation to have the clerk review/update the minutes, and have the Council reconsider the revised minutes at the next meeting.

## 6. PUBLIC COMMENT

Public Comment: Albert Syeles (Exhibit A), Michael Corrigan, Sherrie Provence, and Christine Parrish Stone provided public comment.

## 7. TAG! CHILDREN'S MUSEUM PRESENTATION

*Agenda Item 7 was pulled from the agenda and continued to the next Tourist Development Council meeting.*

### 7a. ZORA NEALE HURSTON PRESENTATION

Diana Jordan Baldwin and Tara Massey, Chair and Grant Coordinator for Tag!, provided details on the request for grant funding of \$75,000, that would include the creation and installation of the statue. Discussion ensued in support of the project, the process of reserve funding, and bringing the item back at a future meeting.

**Motion by Gordon, seconded by Arnold, carried 8/0, with Phillips absent, to bring back the Zora Neale Hurston presentation at the next Tourist Development Council meeting.**

**Yea: Gordon, Arnold, Blevins, Cox, Sikes-Kline, Samora, Kass, Wicks**

**Nay: None**

**Absent: Phillips**

## 8. TOURISM DESTINATION MARKETING DISCUSSION

Meeks provided the details of the St. Johns County Tourism Contract Working Group tasks and suggested the Council members present names for recommendation. In addition, she provided clarification on the tourism servicing contracts that expired on September 30, 2023, and moving forward with the two contracts as replacement services. Discussion ensued on the list of qualified participants, how many members would be in the group, creating another committee, hiring a contractor, and having a TDC workshop. Additionally, Ferguson provided legal information on the Request for Proposals (RFP) process and the renewal of contracts.

The Council members recommended the following candidates for the Tourism Destination Marketing RFP workshop group: Kimberly Wilson, Todd Hickney, and Phil McDaniel. Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau, commented regarding Wilson still being a participant of the VCB. Discussion ensued on Kimberly Wilson being on the VCB Board and the recommendation on adding another candidate.

**Motion by Sikes-Kline, seconded by Blevins, carried 8/0, with Phillips absent, to appoint Kimberly Wilson, Todd Hickney, Phil McDaniel, and Gabe Pellicer, and if it is determined that Kimberly Wilson was not eligible to serve because she's not willing to resign her position with the VCB, then the Council would move forward with the other three candidates.**

**Yea: Arnold, Blevins, Cox, Gordon, Kass, Samora, Sikes-Kline, Wicks**

**Nay: None**

**Absent: Phillips**

## 9. SING OUT LOUD DISCUSSION

Diana Markovits, Cultural Affairs Manager for St. Johns County Cultural Events, Inc., and Susan Phillips, President and CEO of the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau, presented the details of the Sing Out Loud mission. Discussion ensued on the support for, and the recurrence of, the event.

## 10. MONTHLY REPORTS PROVIDED IN PACKETS

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

## 11. MEMBER COMMENTS

Blevins said the policy and reserves agenda item that will be added on the next agenda should include the following: the percentage of spending of the budget, suggestions from staff, and the excess going to capital projects.

## 12. NEXT MEETING DATE

Meeks stated that the next meeting would be scheduled for December 11, 2023, or December 18, 2023.

13. ADJOURN

With there being no further business to come before the Council, the meeting adjourned at 3:46 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