



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
February 2, 2026 - 9:00 a.m.

1. CALL TO ORDER

Kass called the meeting to order at 9:00 a.m.

Present: Irving Kass, District 2, Chair
Troy Blevins, District 5, Vice Chair
Regina G. Phillips, District 2
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Beth Sweeny, Mayor, St. Augustine Beach City Commission, Seat 2

Absent: Michael Gordon, District 4
Michael Wicks, District 4
Sarah Arnold, BCC Representative
Charles Cox, District 3

Staff Present: Dena Masters, Senior Tourist Development Council Administrator
Jesse Dunn, Deputy County Administrator
Lex Taylor, Deputy County Attorney
Artricia Allen, Deputy Clerk

2. PLEDGE OF ALLEGIANCE

Kass led the Pledge of Allegiance.

3. ROLL CALL

Masters called the roll.

4. SIGNATURE SEASON FRAMEWORK INITIATIVE WORKSHOP

Kass presented the details of the Signature Season Framework initiative.

Discussion ensued on the “Seasons” concept, including a September “Dates of Spain” theme, recognition initiatives, and balancing a St. Augustine focus with countywide inclusiveness. Members emphasized coordinated event promotion, economic impact, branding strategy, accountability, the Council’s advisory role to the Board of County Commissioners, outreach efforts, and leveraging the County’s history and beaches as key brand pillars.

Public Comment:

Melinda Rakoncay spoke on prior marketing strategies promoting the 37 miles of beaches in St. Johns County and highlighted St. Augustine's historic significance.

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors Convention Bureau, spoke on the season concept, highlighting economic impacts, re-engaging visitors for repeat and multi-purpose trips, expanding diverse countywide offerings, effective marketing strategies with an advertising agency, and increasing summer opportunities.

Jeff Potts, Executive Director of St. Johns County Cultural Council, spoke in support of the six-month focus on Arts, Heritage, and Culture (ACH), aligning ACH grant funding and new event development with appropriate times of year, and testing the plan over the coming months.

Isabelle Rennault, St. Johns County Chamber of Commerce, thanked the Council on the countywide tourism strategy, stressing the importance of history while promoting all community assets. She noted that the destination was close to becoming Florida's first fully autism-certified destination and offered the Chamber's support in advancing these efforts.

L. Taylor informed the Council that the next step would be to present the workshop discussion at the Tourist Development Council meeting on February 23, 2026.

5. MEMBER COMMENTS

There were none.

6. NEXT MEETING DATE

Masters stated that the next meeting was scheduled for February 23, 2026

7. ADJOURN

With no further business to come before the Council, the meeting adjourned at 10:05 a.m.

Approved _____, 2026

TOURIST DEVELOPMENT COUNCIL
OF ST. JOHNS COUNTY, FLORIDA

By: _____
Irving Kass, Chair

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

By: _____
Deputy Clerk