



Minutes of Meeting
Tourist Development Council
St. Johns County, Florida
County Administration Building
500 San Sebastian View
St. Augustine, Florida 32084
October 20, 2025 - 1:30 p.m.

1. CALL TO ORDER

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

Present: Irving Kass, District 2, Chair
Troy Blevins, District 5, Vice Chair
Regina G. Phillips, District 2
Clay Murphy, BCC Representative
Nancy Sikes-Kline, Mayor, City of St. Augustine Representative
Charles Cox, District 3

Absent: Michael Wicks, District 4
Michael Gordon, District 4
Dylan Rumrell, Mayor, St. Augustine Beach City Commission, Seat 2

Staff Present: Jesse Dunn, Deputy County Administrator
Lex Taylor, Deputy County Attorney
Artricia Allen, Deputy Clerk

Dunn announced that Commissioners Clay Murphy would replace Joseph, as the BCC representative for at least two Tourist Development Council meetings.

2. PLEDGE OF ALLEGIANCE

Blevins led the Pledge of Allegiance.

3. ROLL CALL

Dunn called the roll. Council members Murphy, Sikes-Kline, Kass, Blevins, Phillips, and Cox were present. Wicks, Gordon, and Rumrell were absent.

4. APPROVAL OF AGENDA

Motion by Cox, seconded by Phillips, carried 6/0, with Gordon, Wicks and Rumrell absent, to approve the Agenda, as submitted.

Yea: Cox, Phillips, Kass, Murphy, Sikes-Kline, Blevins
Nay: None
Absent: Gordon, Rumrell, and Wicks

5. APPROVAL OF MINUTES

Motion by Murphy, seconded by Blevins, carried 6/0, with Gordon, Rumrell, and Wicks absent, to approve the minutes for the August 18, 2025, meeting, as submitted.

Yea: Cox, Murphy, Blevins, Sikes-Kline, Kass, Phillips
Nay: None
Absent: Gordon, Rumrell, and Wicks

6. PUBLIC COMMENT

There was none.

7. SPORTS TOURISM GRANT APPROVALS

Bobby McFarland, Sports Tourism Development Specialist, presented the details of the recommended grants.

Discussion ensued on the International Open Billiards Tournament.

Motion by Cox, seconded by Blevins, carried 6/0, with Gordon, Rumrell, and Wicks absent, to recommend to the Board of County Commissioners to approve Phase 1 - Sports Tourism Grants for Fiscal Year 2026.

Yea: Cox, Blevins, Kass, Phillips, Murphy, Sikes-Kline
Nay: None
Absent: Gordon, Rumrell, and Wicks

8. MONTHLY REPORTS PROVIDED IN PACKETS

Dunn highlighted the Tourist Development Tax for Fiscal Year 2025, noting a reduction compared to Fiscal Year 2023/2024. He also spoke about the planning for Fiscal Year 2026, noting a flat appropriation.

Susan Phillips, President and Chief Executive Officer of the St. Augustine, Ponte Vedra, and the Beaches Visitors Convention Bureau, provided an update on the Nights of Lights, encouraged the Council to download the app, shared the advertisement “Know Before You Go” campaign, stated that this year’s event was not drive-thru; however encouraged everyone to park, take a shuttle, and walk around.

Discussion ensued regarding the app, guest training on new protocols and procedures for Nights of Lights, a comparison of advertising dollars to previous years, and a request to adjust the font on the bar graphs.

Jeff Potts, Executive Director of St. Johns County Cultural Council, provided updates on Arts, Culture, and Heritage Grants, Art in public spaces, the Black Heritage Trail, a third-place award for a tourism guide publication, and on ongoing partnerships and grant contracts.

9. MEMBER COMMENTS

Murphy commented about serving on the Tourist Development Council.

Sikes-Kline welcomed Murphy to the Tourist Development Council meeting and announced that the Mayor was responsible for selecting special guests for the Light-Up Night. She shared that the Minorcan Experience and Minorcan Cultural Society were invited to participate. She also noted that arrangements were made to provide employee parking at the Flagler College garage during December and January.

Kass spoke about the reduction of the \$4.5 million advertising budget and requested a review to restore the full amount. Dunn stated a report would be provided at the next Tourist Development Council meeting.

NEXT MEETING DATE

The next meeting was scheduled for November 17, 2025.

10. ADJOURN

With no further business to come before the Council, the meeting adjourned at 2:04 p.m.

Approved _____, 2025

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