



**Duval County Tourist Development Council
TDC Minutes
August 22, 2007
Council Chambers
City Hall @ St. James**

Meeting Convened: 10:40 a.m.

Meeting Adjourned: 1:00 p.m.

Council President Daniel Davis
Council Member Michael Corrigan
Council Member Mia Jones
Sonny Bhikha-Excused
Vicki Bridges
Jim Ewing
Henry Fonde-Excused
Fred Pozin
Steven Smith

Annette R. Hastings, Executive Director
Janice Billy, Assistant Council Auditor
Jim McCain, Asst. General Counsel
John Reyes, CVB President

Others Present:

Larry Walters, VP Marketing, CVB; David Reese, President, Florida's First Coast of Golf; Scott Stuckey, Omni Hotel; Steve Rohan, OGC; Dan King, Hyatt Hotel; Rick Catlett, Gator Bowl Association; Theresa Price, Director, Special Events Department; Steve Gerrish, The First Tee; Kathy Thompson, The First Tee; Nancy Seely, The First Tee; Todd Roobin, JEDC; Rhett Lewis, Varsity Spirit; Joe Caldwell, United Supreme Council; Lesa Williams, Jacksonville Equestrian Center; Dennis Pate, CVB Board Chair; David Potts, President, River Cruises, Inc.; Allison Trinidad, FTU; David Ball, Daily Record.

Call to Order:

The Chair, Daniel Davis, called the meeting to order at 10:40 a.m., noting the presence of a quorum.

Review of Minutes:

The minutes from the meeting of May 17, 2007, and June 27, 2007, were distributed for review. As no changes were suggested, it was moved and seconded that the minutes be approved as submitted. **Approved 7 -0.**

Presentations:

Dennis Pate, CVB Chairman, made presentations on behalf of the CVB and TDC for outgoing TDC Member David Potts, and Michael Corrigan, past TDC Chair. Mr. Pate commended Mr. Potts and Mr. Corrigan for their dedication and service on the Tourist Development Council and support of the tourism industry for the City of Jacksonville.

Application Presentations:

1. Florida/Georgia Football Classic Weekend 2007

Presenter: Ms. Theresa Price
Director, Department of Special Events
Date: October 24-27, 2007
Location: Jacksonville Municipal Stadium
Grant Amount: \$75,000.00
Room Nights: Guarantee 24,000 @ \$3.13 per room night
Project 25,000 @ \$3.00 per room night
Funds Use: Advertising & Promotion

Discussion:

- Ms. Theresa Price made the presentation for the Florida/Georgia Football Game. Ms. Price stated that the funding would include the Student Safety Zone.
- Council Member Mia Jones asked if there were any additional City funds being used for the game. Ms. Price stated that there were funds designated in the Department of Special events for this event.

Recommendation of TDC:

A motion was made and seconded to approve a maximum award grant of \$75,000.00 to be used for marketing and advertising with documentation of room nights. **Approved 7-0.**

2. Sea & Sky Spectacular 2007

Presenter: Ms. Theresa Price
Director, Department of Special Events
Date: November 2-4, 2007
Location: Beaches
Grant Amount: \$40,000.00
Room Nights: Guarantee TBD/Project 2,000
Funds Use: Advertising & Printing

Discussion:

- Ms. Theresa Price made the presentation for the Sea & Sky Spectacular. Every other year the event is held at Jacksonville Beach in partnership with Mayport Naval Station. On alternate years it is held at NAS Jax as an Air Show featuring the Blue Angels.
- Mr. Fred Pozin expressed a desire along with other TDC members for the event to return to downtown along the riverwalk as a combined event.
- Council Member Mia Jones asked if there was any additional City funding for this event. Ms. Price stated that funds were designated in budget of the Department of Special Events for this event.
- The TDC asked Mr. Reyes to document and track the room nights for this event.

Recommendation of TDC:

A motion was made and seconded to approve a maximum award grant of \$40,000.00 to be used for marketing and advertising with documentation of tracking of room nights. **Approved 7-0.**

3. Film HBO “*Recount*”

Presenter:	Mr. Todd Roobin, JEDC Film & TV Office Mr. Scott Ferguson Unit Production Manager
Date:	July 30-December 30, 2007
Location:	Various Locations in Jacksonville
Grant Amount:	\$21,000.00
Room Nights:	Guarantee 3,000/Project 3,000+ @ \$7.00 per room night
Funds Use:	Offset location filming fees

Discussion:

- Mr. Todd Roobin made the presentation for the film “*Recount*” to be filmed on location in Jacksonville. Mr. Roobin stated that Mr. Hausman, Producer, and Scott Ferguson, Unit Production Manager for “*Recount*” had excellent credentials and are highly respected in the movie industry.
- Mr. Roobin introduced Mr. Scott Ferguson to give an overview of the production and answer any questions.
- Mr. Ferguson noted that Jacksonville had been selected over Orlando and West Palm Beach.
- The economic impact for Jacksonville will be approximately \$3 million and \$11 million throughout Florida.
- The film will have positive national media exposure for the City.
- Mr. Jim Ewing spoke in favor of giving the grant because the funds would not be used to offset cost of film crew lodging but to offset location fees in the City. He noted it was good business and exposure for Jacksonville.
- Mr. Ferguson was asked to explain the State of Florida Expenditure Refund. Mr. Ferguson stated it was based on Florida expenditures and was part of the incentive of *The Don Davis Entertainment Industry Economic Development Act of 2007*.
- Being no further discussion a motion was made to approve.

Recommendation of TDC:

A motion was made and seconded to approve a maximum award grant of \$21,000.00 at \$7.00 per documented room night. The funds are to be used to offset the film site location fees in Duval County with condition that the TDC and City Jacksonville will be included in the credits of the film. **Approved 7-0.**

4. The State Cheer & Dance Championship 2007

Presenter: Mr. Rhett Lewis, VP State Cheer & Dance Championships
Date: January 18-20, 2008
Location: Prime Osborn Convention Center
Grant Amount: \$40,000.00
Room Nights: Guarantee 4,000 @ \$10.00 per room night
Project 6,000 @ \$ 6.67
Room Night Rebate: \$15.00 per room night
Funds Use: Advertising/Marketing & Offset Facility Rental

Discussion:

- Mr. Rhett Lewis made the presentation on behalf of State Cheer & Dance Championships.
- Mr. Lewis noted that the TDC had supported this event for the past twelve years. The event has a substantial economic impact to the City during that time according to the Jacksonville Business Journal.
- The event has been held at the Prime Osborn and has grown to the point it is using all available space.
- Mr. Pozin questioned why the event still continued to come for funding. It was his understanding that TDC funds were used for “seed” money for events. The event had grown to the point it should not need TDC funding.
- Mr. Lewis stated he considers his event similar to the Gator Bowl who continues to get funding.
- The TDC members had concerns over the hotel room night rebate amount of \$15.00 per room night plus the ten percent to a housing company.
- Mr. Lewis stated that they received the room night rebates on only 1,600 room nights.
- Rejection of the grant amount was discussed because of the room night rebates and number of years the event had been given TDC funds.
- A motion was made to amend the amount of the grant request to \$10,000.00 @ \$5.00 per room night with a room night guarantee of 2,000.

Recommendation of TDC:

A motion was made and seconded to approve a maximum award grant of \$10,000.00 @ \$5.00 per documented room night with a room night guarantee of 2,000, with the condition that the funds be used for advertising and offset room rental cost of the Prime Osborn Convention Center. **Approve 7-0.**

5. **121st Annual Session of United Supreme Council 2007**

Presenter: Mr. Joe Caldwell
Date: October 3-9, 2007
Location: Hyatt Regency
Grant Amount: \$20,000.00
Room Nights: Guarantee 2,550 @ \$7.84 per room night
Project 3,000 +@ \$5.48 per room night
Funds Use: Promotional Materials

Discussion:

- Mr. Caldwell made the presentation on behalf of the United Supreme Council.
- Mr. Caldwell noted that attendees would be coming from Western Europe, England, Korea, as well as the United States.
- Ms. TJ Jackson, CVB National Sales Manager, told the TDC that this convention was originally scheduled to be held in New Orleans but because of Hurricane Katrina it had to select another City. The CVB was able to secure the bid and this required marketing Jacksonville as the new destination.
- Chair Davis stated he would like the City Council on behalf of the TDC to do a resolution welcoming and recognizing the United Supreme Council.
- A motion was made to amend the amount of the grant from \$20,000.00 to \$25,000.00.
- Chair Davis stated the increase would show support of the TDC for the organization to consider selecting Jacksonville for their convention site in 2008.

Recommendation of TDC:

A motion was made and seconded to approve a maximum award grant of \$25,000.00 @ \$7.84 per documented room night, with the condition that the funds to be used for conference promotional materials for advertising and marketing. **Approved 7-0.**

6. **The First Tee 10th Anniversary Meeting 2007**

Presenter: Ms. Kathy Thompson, The First Tee
Director, Scheduling & Logistics
Date: November 2-5, 2007
Location: Hyatt Regency
Room Nights: Guarantee 2,100 @ \$5.72 per room night
Project 2,500 @ \$4.80 per room night
Room Night Rebate: \$10.00 per room night
Grant Amount: \$12,000
Funds Use: Regional, National, and International Marketing/Promotion

Discussion:

- Ms. Kathy Thompson made the presentation on behalf of The First Tee. Ms. Thompson stated that the conference had outgrown the facility space at the World Golf Village. The site selection was moved this year to Jacksonville.

- The First Tee has 205 Chapters representing 50 US States and 5 international countries who will be attending the conference.
- Being no further discussion a motion was made to approve.

TDC Recommendations:

A motion was made and seconded to approve a maximum award grant of \$12,000.00 @ \$5.72 per documented room night, with the condition that the funds to be used for regional, national, and international advertising and marketing. **Approved 7-0.**

7. DPHC Florida Fall Classic Futurity 2007

Presenter: Lesa Williams, Assistant General Manager
 Jacksonville Equestrian Center
 Date: November 2-4, 2007
 Location: Jacksonville Equestrian Center
 Room Nights: Guarantee/Project 1,600 @ \$1.57 per room night
 Room Night Rebate: \$5.00
 Grant Amount: \$2,500.00
 Funds Use: Advertising & Promotion

Discussion:

- Ms. Lesa Williams made the presentation on behalf of the Dixie Paint Horse Club.
- There will be competitors from the state of Florida and 47 other states.
- Being no further discussion a motion was made to approve.

TDC Recommendations:

A motion was made and seconded to approve a maximum award grant of \$2,500.00 @ \$1.57 per documented room night, with the condition that the funds be used for regional and national advertising and marketing. **Approved 7-0.**

8. ACC Football Championship Fan Fest

Presenter: John Reyes, CVB President
 Date: December 1, 2007
 Grant Amount: \$50,000.00
 Funds Use: Fan Fest/Fireworks

Discussion:

- Mr. John Reyes, CVB President, made the presentation regarding funding to expand the ACC Football Championship Fan Fest to encourage a Saturday night stay over for out of town game fans.
- Mr. Rick Catlett spoke of behalf of the Gator Bowl Association encouraging the additional funds for the Fan Fest.
- Being no further discussion a motion was made to approve the grant funding.

TDC Recommendations:

A motion was made and seconded to approve a maximum TDC award grant of \$40,000.00 per documentation of room nights, with the condition that the funds be used for Fan Fest and fireworks. **Approved 7-0.**

9. Film “Rocket” & Glad All Over”

CVB Grant Fund Encumbrance

Presenter: John Reyes, CVB President

Grant Amount: \$25,000.00 FY 2006-2007 (encumbered “*Glad All Over*”)
\$25,000.00 (encumbered for “*Rocket*”)

Discussion:

- Mr. Reyes made the request to “switch” the CVB Grant Funds encumbered in the amount of \$25,000.00 for “*Glad All Over*” film production and \$25,000.00 for “*Elliot Rocket*” film productions. The reason for the change is based on the completion of the film “*Elliot Rocket*” in the FY 2006-2007. The film “*Glad All Over*” will be completed sometime in FY 2008 and that \$25,000.00 would be encumbered in FY 2007-2008 pending the budget approval.
- Being no further discussion a motion was made to approve.

Recommendation of TDC:

A motion was made and seconded to apply the funding encumbrance to “*Elliot Rocket*” for FY 2006-2007 and the funds to be encumbered out of the CVB Grant Fund for FY 2007-2008 would go to the “*Glad All Over*” film production for product placement. **Approve 7-0.**

10. Jacksonville Unique Water Transportation Brochure

CVB Grant Fund Encumbrance

Presenter: John Reyes, CVB President

Grant Amount: \$15,000.00 (Encumbered)

Discussion:

- Mr. Reyes made the request to unencumber the CVB Grant Fund of \$15,000.00 for the Jacksonville Unique Water Transportation Promotional Brochure.
- The reason for the request was based on the new status of the Mayport Ferry. Update information is needed regarding the proposed changed pricing structure, proposed new hours of operation, and potential new customer service items to be added.
- Being no further discussion a motion was made to approve.

TDC Recommendations:

A motion was made and seconded to unencumber the \$15,000.00 for Jacksonville Unique Water Transportation Brochure. The funds are to be returned to the CVB Grant Fund for FY 2006-2007 to be reprogrammed. **Approved 7-0.**

- 11. I.B.POE. Elks Convention 2007**
CVB Grant Fund Encumbrance
Presenter: John Reyes, CVB President
Grant Amounts: \$12,000.00
Funds Use: Transportation Expense

Discussion:

- Mr. Reyes made the request to encumber from the CVB Grant Fund an additional grant amount for the Elks Convention in the amount of \$12,000.00.
- Mr. Reyes stated that transportation requirements changed due to the original vendor's inability to meet the proposal submitted for service. This increased the total transportation expenses per the original proposal.
- Being no further discussion a motion was made to approve.

TDC Recommendations:

A motion was made and seconded to approve a maximum grant of \$12,000.00 with the condition the funds be used for transportation cost. The funds are to be encumbered out of the CVB Grant Fund for FY 2006-2007. **Approved 7-0.**

- 12. Order of the Eastern Star Convention 2007**
CVB Grant Fund Encumbrance
Presenter: John Reyes, CVB President
Grant Amount: \$7,696.00
Funds Use: Offset Rental Cost Prime Osborn

Discussion:

- Mr. Reyes made the request to encumber \$7,696.00 out of the CVB Grant Fund for the Order of Eastern Star Convention.
- The group signed a three-year contract for 2007-2009. The funds are to reimburse the Prime Osborn room rental fees.
- Being no further discussion a motion was made to approve the amount.

TDC Recommendations:

A motion was made and seconded to approve a maximum grant of \$7,696.00 with the condition the funds be used to offset room rental fees at the Prime Osborn. The funds are to be encumbered out of the CVB Grant Fund for FY 2006-2007. **Approved 7-0.**

- 13. Meeting Professional International Southeastern Conference**
CVB Grant Fund Encumbrance
Presenter: John Reyes, CVB President
Grant Amount: \$5,000.00
Funds Use: Pre-Promotional Sponsorship

Discussion:

- Mr. John Reyes made the presentation for CVB Grant Funds to be used for Meeting Professional International (MPI) sponsorship.
- MPI is a global community of meeting and event professional.
- The funds will be used for a pre-promotional Northeast Florida sponsorship to promote our area to build attendance for 2008.

- Being no further discussion a motion was made.

TDC Recommendations:

A motion was made and seconded to approve a maximum grant of \$5,000.00 with the condition the funds be used for pre-promotional sponsorship for MPI. The funds are to be encumbered out of the CVB Grant Fund for FY 2006-2007. **Approved 7-0.**

Other Business:

CVB Budget 2007-2008

John Reyes, CVB President

- Mr. John Reyes made the presentation for the CVB Proposed TDC Budget for FY 2007-2008.
- The presentation covered the following:
 - CVB Budget Process
 - CVB Budget Summary By Division
 - CVB FY 07-08 Estimated Base Budget Increase Distribution
 - CVB FY 07-08 Estimated One-Time Base Budget Increase
 - CVB FY 07-08 Expenses by Category
 - Duval County TDC Budget Overview FY 2007-2008

Discussion:

- Mr. Pozin asked if the amount in the budget for research was a new item. Mr. Reyes stated that it was because of the changing market. Mr. Pozin was supportive and in agreement that research was needed to know the targeted market and trends.
- Being no further discussion a motion was made to approve.

TDC Recommendations:

A motion was made and seconded to approve the CVB Budget for FY 2007-2008. **Approved 7-0.**

CVB Marketing & Business Plan for FY 2007-2008

Larry Walters, CVB Marketing VP

- Mr. Larry Walters, CVB Vice President of Marketing, made the Power Point presentation of the CVB Marketing and Business Plan for FY 2007-2008.
- The Power Point covered the following:
 - Marketing Plan Mission and Vision 2020
 - CVB Mission Statement
 - Objectives in marketing, communications, technology, research, sales, service, partnership, branding, raving associates, air lift, and performance metrics
 - FY 2007-2008 proposed Jacksonville & the Beaches Budget
 - Media Budget Breakdown
 - Visitor Profile
 - Industry Trends

- Strategies in research, marketing, e-marketing, product development, performance reporting, convention and group services, and direct sales
- Target Markets
- Business Plan and Convention Sales Overview

Discussion:

- There being no discussion a motion was made to approve.

TDC Recommendations:

A motion was made and seconded to approve the CVB Marketing & Business Plan for FY 2007-2008. **Approved 7-0.**

CVB President's Report and Performance Measurement **John Reyes, CVB President**

- Mr. John Reyes gave the CVB Performance Measurement Summary for FY 2006-2007 3rd Quarter Report Year to Date as required.
 - Group sales and travel industry sales measurement goals
 - Marketing Report of advertising measurement
 - It was noted that the numbers on the Performance Measurement Summary for 3rd Quarter Finals needed to be changed to reflect TDC budget income of \$2,576,741.00 and total expense of \$2,460,737.00

TDC Financial Report **Janice Billy, Assistant Council Auditor**

- The TDC Financial Statement Report for the month of July was distributed which reflected taxes collected of **\$415,184.32.**
- Ms. Billy stated that funds needed to be transferred from the contingency account to the operating expense account in order to have the funds to cover the actions taken by the TDC.

Discussion:

- Being no discussion a motion was made to approve the transfer.

TDC Recommendations:

A motion was made and seconded to approve the transfer of funds from the contingency fund to the operating expense account. **Approved 7-0.**

TDC Budget FY 2007-2008 **Janice Billy, Assistant Council Auditor**

- Ms. Billy distributed the Duval County Tourist Development Council Budget for FY 2007-2008 for approval.

Discussion:

- Chair Davis asked Ms. Billy why the contingency fund for FY 2007-2008 showed a decrease from 2006-2007.
- Ms. Billy stated it was because the contingency fund had been used for additional events in 2006-2007.

- It was noted that a future discussion should be had on what level the contingency fund balance should not go below in the account.
- Being no further discussion a motion was made to approve the TDC Budget for FY 2007-2008.

TDC Recommendations:

A motion was made and seconded to approve the TDC Budget for the FY 2007-2008.
Approved 7-0.

Florida’s First Coast of Golf Report:

**David Reese, President
 Florida’s First Coast of Golf**

- David Reese, President of Florida’s First Coast of Golf (FFCG) gave his required quarterly report to the TDC.

Florida’s Sunshine Law Presentation:

**Steven Rohan, Co-Ethics Officer
 Deputy General Counsel**

- Mr. Rohan distributed a handout and stated that due to the two hour length of the business portion of the TDC meeting the Florida Sunshine Law presentation scheduled for the meeting would be done at the next quarterly TDC meeting on November 15, 2007.

Closing Comments:

The next quarterly TDC meeting will be held on Thursday, November 15, 2007.

Adjournment:

There being no further business to discuss, the meeting was adjourned at 1:00 p.m.

Minutes: Annette R. Hastings-TDC 09/25/07 Approved Copy of Minutes

Tapes: Audio Tapes 3 of 3-_LSD

Materials: Power Point “CVB Marketing Plan 2007-2008” (electronic copy) - LSD

Agenda-LSD

Sign-in Sheet-LSD

NOTE: “DRAFT” of Minutes from TDC meeting of August 22, 2007 was approved by the TDC at TDC Special Meeting of September 20, 2007. Approved 5-0.