

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, October 19, 2023, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Ron Salem (Chair), City Council Vice President Randy White (Vice Chair), City Council Member Terrance Freeman (*excused*), Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson (*via phone*), Mark VanLoh

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor), and Reece Wilson (Office of General Counsel)

I. Welcome and Call to Order

Chair Salem

The meeting was called to order by Chairman Salem at 10:02 a.m. and the attendees introduced themselves for the record. The Chair announced that Council Member Freeman had an excused absence and Board Member Thompson would be joining by phone. Chair Salem congratulated Mr. Chan for his reappointment to the TDC for his second and final four-year term.

II. Public Comments Including Action Items

Chair Salem

Public Comments: Caitlín Doherty, Museum of Contemporary Art (MOCA), Executive Director.

Ms. Doherty shared that in 2024 MOCA will be celebrating its 100th anniversary and let the board know that she will be working to submit a proposal to the TDC to support their centennial initiatives at a future meeting. Ms. Brock provided some background information regarding this grant request which would total \$150,000 over two years. In Fiscal Year 2024, MOCA would use \$100,000 to enable the museum to expand its capacity through the support of an advertising/PR agency and to enable a regional and national advertising buy that is currently beyond the museum's budget capacity. In Fiscal Year 2025, MOCA would use \$50,000 to support the museum's ongoing advertising targeting regional and national audiences.

Ms. Phillips asked what the marketing and PR would be like, if it was focused on transient guests or school groups. She would like to see more school groups stop in Jacksonville for cultural and learning enrichment, instead of them just passing through to get to St. Augustine. Ms. Doherty answered saying it would focus on both transient guests and school groups and shared they have a robust school program within Duval County and beyond.

Chair Salem shared that traditionally the TDC looks at out-of-town visitors and hotel rooms when making decisions on grants, he suggested to find a way to quantify that number for their proposal.

Mr. Kuverji asked for clarification on what the money would be spent on, preferring it to go towards just advertising and promotion. Ms. Doherty explained that while their original conversations did mention some infrastructure improvements, their proposal now would be solely focused on advertising and promotion to attract audiences on a regional and national level. The TDC directed Ms. Brock to work with them on a proposal to present at the December meeting.

III. Approval of Minutes

Chair Salem

The minutes of the August 24, 2023 Regular TDC meeting were **approved unanimously as distributed**.

IV. TDC Grants

Chair Salem / Carol Brock

A. The Players Championship Update

Lee Smith

The Chair introduced Lee Smith, the new executive director with The Players Championship, to give a recap of the TPC event held in March 2023. Mr. Smith shared that the multi-year commitment from the TDC has really strengthened the ability to have marketing year round, in both drive in and fly in markets to maximum the spending in Northeast Florida. He highlighted some of the impacts to the region in three main components, which were (1) economic impact, (2) media and broadcasting impact, and (3) charitable impact. Mr. Smith shared that 72% of ticket buyers were visitors from outside of Duval County and 61% of the visitors were from outside Florida. During the week of the Players Championship, the hotel occupancy rate was at almost 90%. Viewers spent over 50 million hours tuned into the Players Championship. Proceeds from The Players have

benefited Northeast Florida charities and totaled more than \$100 million since it began in 1974. This year, notable charitable gifts totaled \$7 million to area hospitals and the P.A.C.E Center for Girls.

Mr. VanLoh commented that while passenger traffic skyrockets during the week of The Players, the golf community utilizes corporate aircraft as well, which benefits all four of the airport facilities in the county and commended Mr. Smith for a great event.

Prior to Ms. Brock introducing each of the applicants, she provided context to how applications were scored. Being the first set of grant applications using the new guidelines, the TDC has worked to make the scoring process objective rather than subjective by creating scoring rubrics. The scored categories include: (1) Advertising and Promotion; (2) Tourism Impact; (3) Need Period and Venue Utilization; and (4) Quality of Life. Additionally, there are lower tiers for tourists guarantees, now allowing smaller events to apply.

B. 2024 DONNA Marathon

Amanda Napolitano

Ms. Brock introduced Amanda Napolitano, Executive Director of the DONNA Foundation, Inc., and gave a summary of the event. Important to note, Ms. Brock shared that The Donna Foundation applying for and receiving a TDC grant does not raise a conflict of interest under state ethics laws because Mayor Donna Deegan is not a board member, officer, employee, or member of The Donna Foundation and not paid by The Donna Foundation. This determination has been confirmed through research of prior State Ethics Commission opinions and consultation with the State Ethics Commission General Counsel. The Donna Foundation is applying for Grant Category C, which has a hotel room night requirement of 900, a tourist guarantee of 4001-5000, and a maximum grant amount of \$50,000, and the application scored 91 out of 100 points. Ms. Napolitano shared her excitement of the event to end breast cancer since she first started with the foundation 16 years ago and looks forward to the continued partnership with the City of Jacksonville. She explained that registration levels are rising but haven't returned to normal pre-pandemic levels yet, in addition to that, costs to put on this destination race have increased by almost 40%. The funding from the TDC will help offset this discrepancy.

Motion (VanLoh/ 2nd Phillips): Approve The DONNA Foundation, Inc. to receive a special event grant for \$50,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 DONNA Marathon Weekend. – **approved unanimously.**

C. 2024 AAU Primary Nationals & Club Championship

Jeanne Goldschmidt

Ms. Brock introduced Jeanne Goldschmidt with Visit Jacksonville to present on behalf of the applicant as they were unable to attend due to a business leadership conference and she gave an overview of the event. Ms. Brock shared that AAU has outgrown their facilities in Orlando and due to the recent upgrades funded by the TDC at the University of North Florida's Hodges Stadium, they would like to relocate to Jacksonville. The event serves as a qualifier for the AAU Junior Olympic Games and will have athletes from ages five to eighteen that come from all over the country to compete. The AAU is applying for Grant Category D, which has a hotel room night requirement of 1100, a tourist guarantee of 5001-6000, and a maximum grant amount of \$60,000, and the application scored 74 out of 100 points. Ms. Goldschmidt shared that the applicant has been working closely with Visit Jacksonville throughout the application process and they are excited to host this event in Duval County for hopefully many years to come.

Motion (White/ 2nd VanLoh): Approve The Amateur Athletic Union of the United States, Inc. to receive a special event grant for \$60,000 from the Tourist Development Council FY 22-23 Event Grants account for the 2024 AAU Primary Nationals & Club Championship. – **approved unanimously.**

D. 2024 Jacksonville College Baseball Classic

Zack Nelson

Ms. Brock welcomed Mr. Zack Nelson with Peak Events and gave a summary of the event. The organization is a first time applicant before the TDC and looks to host the 2024 Jacksonville College Baseball Classic at the 121 Financial Ballpark in Downtown. They will be bringing four varsity baseball teams, including players from Auburn University, University of Virginia, University of Iowa, and Wichita State University, for a NCAA Division 1 baseball tournament. Using one of the new grant tier options, Peak Events is applying for Grant Category B, which has a hotel room night requirement of 700, a tourist guarantee of 3001-4000, and a maximum grant amount of \$40,000, and the application scored 78 out of 100 points. Mr. Nelson shared that this event would be their first venture outside of the state of Texas and have been working on expanding outside of the Lone Star state since 2019. He shared that the Jacksonville Jumbo Shrimp team has been very helpful with getting this event started in Jacksonville.

Chair Salem shared that J. P. Small Memorial Baseball Park on the Northside is undergoing renovations and would like to see in the future if events such as this one could be held there.

Motion (White/ 2nd Chan): Approve Peak Events, LLC to receive a special event grant for \$40,000 from the Tourist Development Council FY 22-23 Event Grants account for the 2024 Jacksonville College Baseball Classic. – **approved unanimously.**

E. 2024 Southeast Flag Football Championships

Alan Verlander

Ms. Brock introduced the last applicant, Alan Verlander, Executive Director of Airstream Ventures, LLC., and gave an overview of the application. This event would use the new grant tier at the lowest level, which aids in attracting smaller events to Jacksonville. The location is also one that has not been utilized in recent years, Fort Family Regional Park. The 2024 Southeast Flag Football Championships is a highly anticipated event that showcases the best flag football teams in the region and the organization is looking for a location to make this championships game home for each year to come. The event will bring in over 185 teams from all over the Southeast. Airstream Ventures is applying for Grant Category A, which has a hotel room night requirement of 500, a tourist guarantee of 2000-3000, and a maximum grant amount of \$30,000, and the application scored 79 out of 100 points. Mr. Verlander commented that flag football was added to the Olympics, making an increased spike of interest for the sport in the coming years. He shared the event would be a great opportunity to draw more people to the city as the organizers would like to have Jacksonville be the southeastern hub for flag football.

Motion (White/ 2nd VanLoh): Approve Airstream Ventures, LLC. to receive a special event grant for \$30,000 from the Tourist Development Council FY 22-23 Event Grants account for the 2024 Southeast Flag Football Championships.

Chair Salem asked for clarification that, since the applicant is applying for Grant Category A, if they don't meet the requirement, what happens to their award amount. Ms. Brock answered that they would still need to meet a minimum of 250 room nights and the applicant could receive half of the funding (\$15,000). If they don't meet this, the applicant would get no funding.

The motion was **approved unanimously.**

V. Visit Jacksonville Update

Michael Corrigan

Michael Corrigan, CEO of Visit Jacksonville, shared his thanks and appreciation for the new grant process and is thrilled for the opportunities for Jacksonville. He also updated the board that the visitors survey conducted by Downs and St. Germain is almost prepared to be out on the street for research to begin. Mr. Corrigan introduced Jen Carlisle and Brett Gordon with Madden Media, Visit Jacksonville's agency of record for all their media and PR campaigns, to give an overall performance update presentation.

A. Madden Media Presentation

Jen Carlisle / Brett Gordon

Mr. Gordon and Ms. Carlisle provided a high level overview of their media performance which highlights Jacksonville and its new "Flip Side of Florida" campaign. They compared data from previous years prior to the new campaign roll out and compared it with new data collected from this past fiscal year. They shared information on leisure travel, convention and meeting sales, and public relations. Website traffic has increased, with nearly six million impressions via Google search and Meta display ads. Ms. Carlisle updated the board on how they target visitors in certain markets to strategically sell Jacksonville as a destination city for everyone.

B. Black Heritage Trail Presentation

Katie Mitura

Katie Mitura, Chief Marketing Officer of Visit Jacksonville, provided the historical background on the Black Heritage Trail initiative from as far back as 2013. Visit Jacksonville works to amplify the stories of the city to form itineraries for individuals who have an interest in the African American history of Duval County. Key pieces of content include several self-guided tours, listings of black-owned businesses and restaurants, and blogs and videos on related topics. Visit Jacksonville has partnered with several organizations to help promote Jacksonville's black history and continues the work to improve the Black Heritage trail.

Chair Salem asked about the Bethune-Cookman Football Game at EverBank Stadium in Jacksonville, more specifically how Visit Jacksonville is promoting these components of the Black Heritage Trail to visitors. Ms. Mitura explained they do things similarly to how Visit Jacksonville promotes the city during the Florida Georgia football game through additional postings of blogs and other itineraries. Mr. Salem asked for data on the measurable activity of the Black Heritage Trail through the various sites during the Bethune-Cookman Football Game.

Mr. Corrigan provided the board with the new Jacksonville Visitor Magazines, which highlights a local artist on the cover of the printed media. Ms. Phillips commented on how nice the magazine looked, commending Visit Jacksonville on a fantastic job, and would like electronic copies.

VI. TIPSAs Presentation

Jitan Kuverji

Mr. Kuverji gave a presentation on the Tourism Industry and Public Safety Alliance (TIPSA) which is collaboration between the Florida Restaurant & Lodging Association (FRLA) Northeast Chapter in partnership with Visit Jacksonville and the Jacksonville Sheriff's Office (JSO). The goal is to be proactive in fighting crime to keep guests and visitors safe while providing an open line of communication between Hotel General Managers and JSO. Mr. Kuverji explained the program has three parts: (1) best practices between hoteliers, (2) commitment from JSO, and (3) providing a place to share information.

VII. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending September 2023 were \$10,091,317.17, a 5.67% increase over the 12 months ending September 2022. Revenue for September 2023 was \$10,663,231.46, up 5.67% from the same month in 2022. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$1,063,231.46.

Mr. Peterson reviewed the budgetary balances as of September remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$214,356.16; Marketing - \$(170,025.98); Convention/Group Sales - \$657,822.16; Convention Grants, Sponsorships, and Promotions - \$319,520.15; Planning and Research - \$0; Event Grants - \$14,380.85; Development Account - \$1,871,075.63; Contingency Account - \$1,006,060; Equestrian Center Promotion - \$24,956.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$2,195,596; TDC Administration - \$14,943.81; and the Special Revenue Fund - \$131,267.50.

Chair Salem asked Mr. Peterson about the interest drawn on the money in these various TDC accounts. Mr. Peterson answered that any interest that is earned goes directly towards the TDC fund balance and stays within the TDC.

VIII. Closing Comments and Adjournment

Chair Salem

The Chair shared new business with the board regarding the University of North Florida's infrastructure projects. UNF reported at the last TDC board meeting they were experiencing higher than expected costs for the clerking station and equipment storage; they need additional time to secure other sources of funding. The TDC needs to amend their contract to extend the date for one additional year. The grant amount of \$150,000 will remain the same.

Motion (White/ 2nd VanLoh): Amend the contract between the TDC and UNF for the clerking station and equipment storage facility to extend the date for one additional year with the grant amount remaining the same.

Public Comments: *None.*

The motion was **approved unanimously**.

In closing, Council President Salem reminded the members that the next regular meeting will be on December 14, 2023 with the location tentatively set for the Prime Osborn Convention Center

The meeting was adjourned at 11:23 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator.

These minutes were approved at the TDC Regular Board meeting on December 14, 2023.



TOURIST DEVELOPMENT COUNCIL MEETING

Thursday, October 19, 2023, 10:00 a.m.



Attendance Record Sign-In Sheet

NAME/JOB TITLE	ORGANIZATION	PHONE	E-MAIL
Zack Nelson / Dir. Corp. Part	Peak Events	336-782-9404	Zack@peak-events
Bill Goben	Medden	904-251-4497	-
Den Colstie	Medden	-	-
Janon Webb	City Council	904-400-8038	EWELD@coj.net
MICHAELA KISSUM	THE PLAYERS	407-992-1399	mwendakissum@jayatravel.com
Les Surt	THE PLAYERS	602-510-8642	LESURTH@PLAYERS.COM
Caitlin Doherty	NOCA JAX	577-402-7871	caitlin.doherty@nocajax.com
Amber Senick	WACIA JAX	904-303-0705	amb@senick.com
Gabrielle Dean Peck	WACIA JAX	'' ''	g.dean@rectorunf.edu
Kathe Mihura	Visit Jax	421-9160	kathe@visitjacksonville.com
Johnny Lindblom	Visit Jax	421-9151	john@visitjax.com
Jeanne Goldschmidt	Visit Jax	860-983-7052	jeanne@visitjax.com
Sydney Lindblad	Visit Jax	240-925-6282	slindblad@visitjax.com
Stina Wieckers	Visit Jax	904-315-9320	stina@visitjax.com
Michael Corrigan	''	904-315-9150	mcorrigan@visitjax.com
John Kuvsep	TDC	408-206-1730	-
SEAN SATYA	BOYOUTH NW	904-864-6300	boymatimgate@gmail.com
Nick Morrow	UNF	904-620-1537	nich.morrow@unf.edu
Carl Bryant	Concast / EPCOT	386-235-0600	carl@concast.com
Jay Bell	Visit Jacksonville	727-325-6659	jb@visitjacksonville.com

Amanda Napoleano
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Janey Greier

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TOURIST DEVELOPMENT COUNCIL MEETING

Thursday, October 19, 2023, 10:00 a.m.



Attendance Record Sign-In Sheet

PRINT NAME	SIGNATURE
CP Ron Salem, TDC Chair	
CVP Randy White, TDC Vice Chair	
CM Terrance Freeman	
Mark VanLoh, TDC Member	
Jitan Kuverji, TDC Member	
Angela Phillips, TDC Member	
Dennis Chan, TDC Member	
Dennis Thompson, TDC Member	via phone
Carol Brock, TDC Executive Director	
Brett Nolan, TDC Administrator	
Phillip Peterson, Asst. Council Auditor	
Reece Wilson, OGC	

REQUEST TO SPEAK CARD
TOURIST DEVELOPMENT COUNCIL

Please print and complete:

NAME: Caitlin Doherty DATE: 10/19/23

ADDRESS: 333 N. Laurel St. PHONE: 904-620-4208

REPRESENTING: Museum of Contemporary Art Jacksonville

1: PUBLIC HEARING BILL NUMBER: _____

I SUPPORT _____ (or) I OPPOSE _____ THIS LEGISLATION

2. COMMENTS FROM THE PUBLIC SUBJECT: Presenting introduction to MOCA

Jax's 100th anniversary in 2024

SPEAKING TIME IS LIMITED

NO SPEAKER MAY GIVE OR TRANSFER HIS/HER TIME TO ANOTHER PERSON

(Please read the reverse side for instructions on speaking)

RULES OF THE JACKSONVILLE CITY COUNCIL – ADOPTED FOR THIS MEETING

RULE 4.301(b) COMMENTS FROM THE PUBLIC Comments from the public given during the public comment times of the meeting, except scheduled public hearing comments, shall be limited to three minutes per person and no person shall be allowed to give or transfer his/her time to speak to another person.

RULE 4.806 PRIVILEGE OF FLOOR

(a) General Exclusion: No person, except Council Members and working employees of the Council, shall be admitted within the rail unless permitted by the presiding officer.

(b) Addressing Council: By permission of the presiding officer, the privilege of the floor shall be extended to a citizen or citizens to address the Council on any matter pending before it or which needs the attention of the Council.

Rule 3.604 ADDRESSING THE COUNCIL. At public hearings required by law or fixed by the Council, the presiding officer shall extend the floor to a reasonable number of proponents and opponents of the subject matter of the public hearing, and those filing written requests to be heard with the Chief of Legislative Services shall be heard prior to other persons who appear at the hearing. Each person addressing the Council shall proceed to the place assigned for speaking, give his/her name in an audible tone of voice for the records, (if the person has not filled out a speaker's request card and returned it to the Chief of Legislative Services before addressing the Council, the person shall also give his/her address in an audible tone of voice for the records), and limit his/her address to three minutes, unless a lesser time is fixed for all speakers by the presiding officer, or further time is granted by the Council. All remarks shall be addressed to the Council as a body and not to any member thereof. No person other than a Council Member or the person having the floor shall be permitted to enter into any discussion, either directly or through a member of the Council, without the permission of the presiding officer. All questions to the Council shall be directly through the presiding officer.

RULE 4.505 DISRUPTION OF MEETING Any person, not a Council Member, making personal, impertinent or slanderous remarks or who shall become boisterous while the Council is in session, shall forthwith be barred from further audience before the Council by the presiding officer in his/her discretion. No demonstrations of approval or disapproval from the audience shall be permitted, and if such demonstrations are made, the audience shall be cleared from the Council Chambers. The presiding officer shall call upon the Sergeant-at-Arms to enforce directions given by the presiding officer for any violation of this Rule.