

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING MINUTES

Thursday, March 16, 2023, 9:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Terrance Freeman (Chair), City Council Vice President Ron Salem (Vice Chair), City Council Member Aaron Bowman, Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, and Joe Hindsley

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 Freeman

The meeting was called to order by Chairman Freeman at 9:00 a.m. and the attendees introduced themselves for the record. Chair Freeman let the board know that Mark VanLoh could not attend due to scheduling conflict.

II. Public Comments Including Action Items

Chair Freeman

Public Comments: None

III. Approval of Minutes

Chair Freeman

The minutes of the February 23, 2023 Regular TDC meeting were **approved unanimously as distributed.**

IV. Visit Jacksonville Marketing Plan Presentation

Michael Corrigan

Michael Corrigan, CEO of Visit Jacksonville, introduced Dave Wingard, Founder of Wingrad Design and Communications, to present the new marketing plan for Visit Jacksonville. Mr. Corrigan reminded the board that Visit Jacksonville submitted 4 Marketing Services RFPs for Creative, Media Buys and Placement, Meetings & Groups, and Public Relations and that local firm, Wingard, won the bid for Creative and Madden Media won the other 3 contracts.

Mr. Wingard began his presentation by giving an overview of his business and the experience they have had since their start in 2008. The presentation illustrated a new branding for the campaign and a tag line of "*Jacksonville: The Flip Side of Jacksonville*," replacing the "*JAX: It's Easier Here*" campaign. Logos and artwork were presented to show the emphasis of the new campaign. Other demonstrations included various targeted social media posts, billboard advertisements, and marketing approaches. Mr. Wingard asked if the board had any questions. Council Vice President Salem expressed concerns over some of the imagery used in the campaign and would like to see more highlights of Jacksonville. Mr. Corrigan said that the imagery used was to capture an array of different audiences. Council President Freeman would like to see more historical nodes to our region in the campaign, such as LaVilla and the Chitlin Circuit. Mr. Wingard noted this was just the beginning of the campaign and many more components of the City's diverse culture, arts, and history will be incorporated. Ms. Phillips expressed concerns that the flip side of Florida tagline needed to be supported by additional media graphics, otherwise it could be construed in a negative light. She continued that there was a lot of mention of the beach and would like to see more mention of the river also to complement our natural water assets.

Mr. Hindsley thanked the Wingard team for the presentation and believed the messaging was spot on. He noted that there are a lot of opportunities for this campaign to grow and help promote Jacksonville as a unique tourist destination. He continued by noting that if this campaign can utilize geotargeting then it can identify the best audiences for marketing and attracting tourists to Jacksonville.

Mr. Corrigan then introduced Brett Gordon, Chief Revenue Officer of Madden Media, and Jen Carlisle, Destination Strategy Director of Madden Media, to present the leisure and meeting marketing plans for Jacksonville. Mr. Gordon gave an overview of the Madden company and detailed their local roots and excitement for this campaign. Ms. Carlisle went over the 2023 goals and objectives for both the leisure-focused and meetings-focused initiatives. Ms. Carlisle illustrated that their plans are data driven and utilize various market indexes to show deliverables. The leisure marketing plan will aim to target young families with children, couples, those with an average household income of \$100,000 or more, and individuals with behavioral intents for affordable travel, arts and culture, beaches, outdoor adventure, and shopping. It will target markets in areas with non-stop flights to Jacksonville, individuals

who are willing to make six to seven hour drives to the region, and those with a propensity for longer length stays, higher spending habits and repeat visitation. The meetings and group marketing plan will reach target audiences and markets that consist of 150 to 300 attendees in a group, attract meeting planners for religious, fraternal, medical education groups, and military events. Ms. Carlisle noted that over the next one to three years, these demographics could change as more data is collected.

Chair Freeman asked if the City was ready for the conversation on the need for a larger meeting space and if Jacksonville was prepared for a new convention center to meet growing demands. Mr. Hindsley answered that the timing is not quite there yet. He would rather make the Prime Osborn Convention Center successful and continue to focus on the connectivity piece for the city. Mr. Hindsley noted that most cities that have become successful with convention centers have doubled the size of their existing ones, such as Charleston and Savannah. While a city can find a lot of benefit in investing in their convention center business, the return on investment is not as visible to taxpayers as they would hope. However, there are still huge benefits that can affect many industries with a larger convention center and can be well worth the investment. Jacksonville still needs to work on marketing its neighborhoods, investing in small businesses, and push the messaging to eventually show citizens that the City should invest in an industry that helps bring outsiders in. Council President asked Mr. Hindsley if there is a lag on the City in the delay of investing in a larger convention center. He answered that should the City move forward with a large convention center development, groups could already be reserving events prior to the construction completion. He continued by explaining that the airport would also need expansion to help support such a development, but overall, the region is in good shape as it is to set the stage for those types of projects in the future.

Dennis Thompson shared his thoughts on the presentations, expressing that it resonated well with him. He also expressed his desire to see the Prime Osborn Convention Center be filled up and successful to act as a foundation of discussion for the need of a larger convention center. Shifting back to the presentation, Mr. Thompson thought it described the culture of Jacksonville well. While Jacksonville is difficult to market due to diversity, Mr. Thompson noted that this marketing plan was a great jumping off point.

Council Member Bowman supported the long-term partnership with Visit Jacksonville and is excited for the new marketing plan. He shared concern on the period of performance and questioned what exactly the TDC was approving at this meeting. Mr. Corrigan explained that they are asking for the approval of the marketing plan and new tag line for the city and clarified that no additional dollars are needed.

Mr. Kuverji asked that once the TDC approved this marketing plan, how soon will these ads go live to which Mr. Corrigan answered April.

Motion (Salem / 2nd Hindsley): Approve the new marketing plan as presented. – **approved unanimously**.

V. Visit Jacksonville Contract Amendment

Michael Corrigan

Chair Freeman reminded the board that the TDC and Visit Jacksonville put a new contract in place whereas the TDC pays Visit Jacksonville 1/12th of their annual budget each month. The contract is halfway through the first year and things are going well. Visit Jacksonville would like to propose a minor tweak to the process for the next fiscal year. Chair Freeman asked Mr. Corrigan to explain the contract amendment proposal.

Mr. Corrigan explained that the PPP issue has been resolved and they were able to find a way to accomplish Visit Jacksonville's revenue void in the beginning of each fiscal year. This contract amendment would provide for a lump sum payment to Visit Jacksonville in the amount of 5% of the annual budget on October 1, 2023, and the first month of subsequent fiscal years. Mr. Peterson agrees and supports this move by the TDC to amend the contract to fill the revenue gap for Visit Jacksonville.

Motion (Bowman / 2nd Hindsley): Approve amending the Visit Jacksonville Contract for Tourism, Marketing, Sales Experience and Promotion (Tourism) Services #70004-23 to provide for a lump sum payment to Visit Jacksonville in the amount of 5% of the annual budget on October 1, 2023, and the first month of subsequent fiscal years, to provide financial liquidity to Visit Jacksonville to benefit tourism in the City. - **approved unanimously**.

VI. Nonstop Flights JAX/UK Funding

Council Member Bowman

Council President Freeman reminded the board that at the TDC December meeting there was an in-depth review of the feasibility study regarding nonstop flights between JAX and the UK. The findings looked promising. Following some conversation, Council Member Bowman said he would come back to the TDC at a future meeting to discuss the possibility of the TDC providing a marketing grant for the nonstop flights. This effort will require many partners coming together including the City, Jacksonville Aviation Authority, TDC, and surrounding counties. Chair Freeman asked Council Member Bowman to explain the next steps.

Mr. Bowman explained that there is a lot of excitement for this. He met with the administration, and they are fully supportive of this initiative and that, when the time comes, they are prepared to move forward with their five million dollar commitment. The purpose of Mr. Bowman's request is to set aside one million dollars of TDC funds that would be held to be used for the marketing component of this project. Should the nonstop flight come to fruition, at that time, the TDC would need to discuss the conditions and the terms of their one million dollar commitment. The point of this is that the City needs to show that when the airport authority goes to meet with these carriers, the City is committed to making this successful and supports it. The airport authority is moving forward and having the necessary conversations to make this happen. This funding shows the City will step in to promote the marketing component for the tourism piece of this plan. Mr. Peterson and Mr. Wilson both support this motion.

Motion (Bowman/ 2nd Salem): Allow the TDC to set aside \$1,000,000 from the TDC Contingency Account for the purposes of future obligations for marketing a nonstop JAX/UK flight. - **approved unanimously**.

Council Vice President Salem asked if approved, then in the future, could the TDC remove it by vote to which Mr. Peterson answered in the affirmative. Additionally, Mr. Salem asked that the plan is to include future obligations from surrounding counties and TDCs as a joint effort when the plan eventually comes back. Mr. Bowman could not speak about what they would or would not be willing to do, but explained they would be impacted by this and expects surrounding counties would support this proposal. Mr. Bowman reiterated that at this time, this step is to send the message that the City wants this service, and the City is committed to bring nonstop service between JAX and UK.

VII. Closing Comments and Adjournment

Chair Freeman

In closing, Chair Freeman reminded the board that the next regular TDC meeting is scheduled for Thursday, April 27, 2023 at 10:00 a.m., in the Lynwood Roberts room of City Hall. He explained to the board that following this meeting, there will be a TDC Strategic Plan Subcommittee meeting starting at 10:45 a.m. The Chair thanked Ms. Philips for chairing this subcommittee and Mr. Kuverji and Mr. Thompson for agreeing to serve on it.

The meeting adjourned at 10:11 a.m.

Meeting minutes respectfully submitted by Brett Nolan, TDC Administrator.

These minutes were approved at the TDC Regular Board meeting on April 27, 2023.



TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING

Thursday, March 16, 2023, 9:00 a.m.

Attendance Record Sign-In Sheet



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