

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, August 24, 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) - *Excused*, City Council Member Terrance Freeman, Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, 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 10:00 a.m. and the attendees introduced themselves for the record. The Chair announced that Vice Chairman White had an absence due to the City Council Finance Budget Hearing.

II. Public Comments Including Action Items

Chair Salem

Public Comments: *None*

III. Approval of Minutes

Chair Salem

The minutes of the June 8, 2023 Regular TDC meeting were **approved unanimously as distributed**.

IV. TDC Grant Request and Update

Carol Brock

A. 2023 Taco and Tequila Festival

Brooke Edmondson

Ms. Brock introduced Brooke Edmondson with 904 Happy Hour. Ms. Edmondson is representing the Wagoner Foundation, Inc. and this is the third year they will be hosting the event. Ms. Brock gave an overview of the grant application and detailed that the Taco and Tequila Festival it is a two-day event held at Metropolitan Park on Labor Day Weekend during one of Jacksonville's "need periods." The application scored 52 out of 60 points for their \$50,000 grant request with 5,000 tourist guarantee. The festival will feature three stages of live music with national headlines including *Iration, Lupe Fiasco, Gym Class Heroes, and Big Boi from OutKast*, art installations from over 20 artists, 40-plus area top taco maker and culinary teams, a curated tequila experience of more than 50 distillers, a silent disco with dueling DJs, games, and more. Ms. Brock stated that the Wagoner Foundation anticipates donating more than \$100,000 to local charities with proceeds from the festival. In 2022, over 5,000 guests purchased tickets from outside 150-miles of Duval County. Ms. Brock finished by explaining this request is the last for the fiscal year and it falls in line with the remaining budgeted amount for the Special Event Grant Account balance of \$60,000.

Ms. Edmondson gave additional details of the event and how they plan on activating every part of Metropolitan Park for this event. She highlighted that most of the funding of this request will be used to help offset the cost of the talent acquisition, which is utilizing the national headliners to attract more tourists to Duval County. Ms. Edmondson passed out marketing materials and opened it up to any questions from the board.

Mr. VanLoh expressed appreciation of the festival map which was distributed. Ms. Phillips commented in favor of the event.

Motion (Freeman / 2nd VanLoh): Approve The Wagoner Foundation, Inc. to receive a special event grant for \$50,000 from the Tourist Development Council FY 22-23 Event Grants account for the 2023 Jacksonville Taco & Tequila Festival. – **approved unanimously**.

B. 2023 UNF Infrastructure Update

Nick Morrow

Ms. Brock introduced Nick Morrow, Athletic Director, and Evrin Lewis, Deputy Athletic Director, with the University of North Florida to provide an update on the four infrastructure grants, totaling \$1,450,000, which the TDC approved at their October 20, 2022 regular board meeting. Mr. Morrow thanked the board for the investment they have made in the University of North Florida and updated the members that they completed three of the four projects. While the installation of the LED video display board, upgrading the throwing field cage, and upgrading the lighting system at Hodges Stadium were completed in Spring of 2023, the clerking station and equipment storage facility is still under construction due to higher building costs associated with the project. Additionally, Mr. Morrow highlighted that the total impact from the 2023 Track and Field season is

estimated at 20,000 room nights and had a \$16,000,000 economic impact. He then asked the board if they had any questions.

Mr. Kuverji asked how UNF tracks the data that generated the estimated 20,000 room nights and economic impact. Mr. Morrow answered by saying that they work with Visit Jacksonville, utilized prior year data, and develop educated estimates. Mr. Kuverji asked if UNF is surveying the participants regarding where they are staying to help form this data collection. Mr. Morrow stated they do this on a limited basis, but there is not a dedicated person tasked with that.

Mr. Freeman thanked UNF for the work they are doing with representing the City through sports tourism, he questioned what else is needed to compete on a higher level to get national championship events in Jacksonville. Mr. Morrow says UNF is poised in a great position to draw these bigger events through the investments made by the TDC. He mentioned that there would need to be some additional investment in the stadium seating areas.

Michael Corrigan, CEO of Visit Jacksonville, commented on the things Mr. Freeman was asking about. Mr. Corrigan mentioned that Visit Jacksonville is wanting to build on providing an experience to the athlete outside of just their time spent on the track and field.

Council President Salem asked if the dollars allocated to UNF for the facility upgrades were under any set timeline for completion. Ms. Brock answered that they were well within their timeline for completion of the projects, detailing that the TDC already issued two of the reimbursement for the projects.

V. Visit Jacksonville FY 22-23 Budget Reallocation Request

Michael Corrigan

Council President Salem introduced Mr. Corrigan to explain a budget reallocation request for Visit Jacksonville. Mr. Corrigan began by reminding the board that anytime Visit Jacksonville shifts in budgetary amounts that are larger than 10%, it must be brought before TDC for approval. The total budget for Visit Jacksonville for FY 2022-23 remains the same and these are just shifts between line items to account for those areas where costs have been much higher than anticipated. The two areas of redistribution are found in marketing and administration.

Motion (Thompson / 2nd Chan): Approve the Visit Jacksonville Fiscal Year 22-23 budget reallocation as presented. – **approved unanimously.**

VI. Visit Jacksonville FY 23-24 Annual Presentation

Carol Brock/Michael Corrigan

Ms. Brock and Mr. Corrigan presented the following items as required by the contract with Visit Jacksonville:

Annual Budget – Revised

Ms. Brock explained that the TDC approved the Visit Jacksonville budget at the last meeting, however, it needed to be revised to fix a minor change that was discovered during administrative review. The change was that the 1% program contingency fee should not include the Convention Grants, Sponsorships, and Promotions because those funds can only be used on a reimbursement basis to be in compliance with the contract. Mr. Corrigan explained that the other line-item changes are based on advice they received from Madden Media, the agency that Visit Jacksonville uses for marketing.

Motion (Thompson / 2nd VanLoh): Approve the Visit Jacksonville Fiscal Year 23-24 revised Annual Budget as presented. – **approved unanimously.**

Annual Tourism Services Plan

Mr. Corrigan explained the Visit Jacksonville Annual Tourism Services Plan and gave a high-level overview of the deliverable components: (1) Advertising and Promotion, (2) Visitor Interaction and Information, (3) Meetings and Conventions, (4) Experience Development, and (5) Community Outreach and Engagement.

Motion (Freeman / 2nd Chan): Approve the Visit Jacksonville Fiscal Year 23-24 Annual Tourism Services Plan as presented.

Council President Salem shared his interest in restarting the City of Jacksonville's sports commission with Mayor Deegan to enhance sports tourism.

Motion approved unanimously.

Annual Media and Advertising Plan

Mr. Corrigan gave a high-level overview of the Visit Jacksonville Annual Media and Advertising Plan. This plan was created with the assistance of Madden Media, who is the agency that Visit Jacksonville uses for marketing.

Motion (Chan / 2nd Freeman): Approve the Visit Jacksonville Fiscal Year 23-24 Annual Media and Advertising Plan as presented. – **approved unanimously.**

Annual Travel Plan

Mr. Corrigan gave a high-level overview of the Visit Jacksonville Annual Travel Plan.

Motion (Thompson / 2nd Freeman): Approve the Visit Jacksonville Fiscal Year 23-24 Annual Travel Plan as presented. – **approved unanimously.**

VII. Grant Restructuring

Carol Brock

Ms. Brock highlighted the current TDC grant guidelines and compared them to the proposed new guidelines. Major changes include: (1) a combined special event and marketing grant into one application; (2) phasing out multiyear grants; (3) eliminating the signature event status; (4) requiring applicants to guarantee hotel stays and tourists; (4) reducing tourist guarantee requirement from 5,000 minimum to 2,000 minimum; (5) redefining tourists to mean visitors from outside the Northeast Florida region including Duval, Clay, Nassau, St. Johns, and Baker counties; (6) creating funding tiers to cap amount applicants can request and create a major investment grants for applications that go beyond maximum tier; (7) change the score to be based on 100 point and 5 categories; (8) modify applicant reimbursement deadline from 120 days to 60 days, and TDC approval of reimbursement from 180 days to 60 days; (9) allow applicant to get partial reimbursement based on lower funding tier if original guarantees are not met; and (10) update equestrian center grant guidelines to state “greater than 85% of horse stall rentals are made to persons located outside the 50-mile radius of Duval County.”

Ms. Brock shared concern regarding the hotel night guarantee and if the number was too high, asking the board for their opinions.

Mr. VanLoh asked if an event could get more money if they exceeded the requirements in the category they applied for. Ms. Brock answered by saying no, if that situation happened, the applicant could choose a higher category for the next year.

Mr. Kurveji shared that he believes the hotel room actualization should be lower. Council President Salem also thought it may be better to start lower then go higher. Visit Jacksonville does not support lowering all hotel room night tiers but does support lowering the first tier. Ms. Phillips talked about having the matrix be at a lower percent due to a learning curve with the new guideline requirements. Ms. Brock explained that if they don't reach category A, then there is not a lower level for the applicant to default to like categories B-F.

Motion (Phillips / 2nd Thompson): Amend Section 7(b) of the guidelines so that if applicant's event did not meet Category A requirements, then applicant must have an absolute minimum of 250 hotel room nights generated to receive a maximum amount of \$15,000. – **approved unanimously.**

Motion (VanLoh / 2nd Freeman): Approve the TDC grant guidelines as amended. – **approved unanimously.**

VIII. Visit Jacksonville Update

Michael Corrigan

Pursuant to the contract between the TDC and Visit Jacksonville, Visit Jacksonville is required to provide the TDC with a quarterly update. Mr. Corrigan gave an overview of the significant accomplishments during the 3rd Quarter (April 2023 – June 2023) which included data and information in the following deliverable components: Advertising and Promotion, both leisure and meetings/convention travel; Visitor Interaction and Information; Meeting and Conventions; Experience Development; and Community Outreach and Engagement.

IX. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending June 2023 were \$9,936,242.11, a 7.62% increase over the 12 months ending June 2022. Revenue for April 2023 was \$8,054,804.31, up 8.08% from the same month in 2022. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$1,030,484.31.

Mr. Peterson reviewed the budgetary balances as of June remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$4; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$339,529.85; Planning and Research - \$0; Event Grants - \$60,123.07; Development Account - \$1,871,075.63; Contingency Account - \$1,006,060; Equestrian Center Promotion - \$26,084.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$2,195,596; TDC Administration - \$86,480.81; and the Special Revenue Fund - \$131,267.50.

X. Closing Comments and Adjournment

Chair Salem

Council President Salem shared that he recently visited the restored Norman Studios, which houses the Norman Studios Silent Film Museum, that highlights Jacksonville's African America history in the early movie industry. Council President Salem would like tourists coming to Jacksonville to be provided with information on the African American history in Jacksonville, such as a Black Heritage Trail. Mr. Corrigan shared that Visit Jacksonville does have a trail and they are always working to improve this important feature. Council President Salem asked for data to be shared at the next meeting regarding Visit Jacksonville's Black Heritage Trail.

Mr. Kurveji brought up an item for discussion about a proposed resolution expressing the City Council's support for local bill J-1 to be considered by the Duval County Legislative Delegation. It proposes using a 2% tax on food and beverages sold in hotels or motels and a 1% tax on food and beverage sold in establishments licensed to sell alcoholic beverages for consumption on premises. The tax would help fund homelessness and domestic violence initiatives in Jacksonville. Council President shared that the group supporting this should be meeting with the establishments that are impacted by this to see if there is support for this legislation. Allan DeVault with Build Up Downtown addressed some of the concerns brought up by the TDC members.

Ms. Brock told the board that the review committee selected Downs and St. Germain for the TDC Strategic Market Analysis. She also alerted the board that the December meeting location will need to be changed due to scheduling conflicts with the City Council and will let the board know when a new location for the December board meeting is finalized.

In closing, Council President Salem reminded the members that the next regular meeting will be on October 19, 2023.

The meeting was adjourned at 11:26 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator.

These minutes were approved at the TDC Regular Board meeting on October 19, 2023.

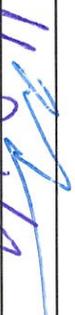


TOURIST DEVELOPMENT COUNCIL MEETING

Thursday, August 24, 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	
Carol Brock, TDC Executive Director	
Brett Nolan, TDC Administrator	
Phillip Peterson, Asst. Council Auditor	
Reece Wilson, OGC	