

**Jacksonville**  
DUVAL COUNTY  
*Tourist Development Council*  
**OFFICE OF THE CITY COUNCIL**

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JACKSONVILLE, FLORIDA 32202

**MEETING MINUTES**

**TOURIST DEVELOPMENT COUNCIL MEETING**  
**Honorable Greg Anderson, TDC Chairman**  
**Thursday, February 18, 2016**  
**9:30 AM**  
**117 West Duval Street**  
**City Hall, Fourth Floor**  
**Conference Room "A", Suite 425**

**I. CALL TO ORDER**

**Roll Call**

Honorable Greg Anderson, Board Chairperson  
Honorable Lori N. Boyer, Board Vice Chairperson  
Honorable Garrett Dennis, Board Member (arr. 10:56)  
Burnell Goldman, Board Member  
Barbara Goodman, Board Member  
M. G. Orender, Board Member  
Kirit Patidar, Board Member  
Craig Smith, Board Member  
Jeffrey Truhlar, Board Member

Dr. Cheryl L Brown, Director – Jacksonville City Council  
Jessica Morales – Legislative Services  
Kyle Billy, Assistant Council Auditor  
Phillip Peterson, Council Auditor's Office  
Jim McCain, Assistant General Counsel  
Paul Astleford, President & CEO, Visit Jacksonville

**Meeting Convened 9:33 a.m.**

**Meeting Adjourned: 1:08 p.m.**

**NEW MEMBERS ORIENTATION**

**9:30 am – 10:00 am**

Paul Astleford, CEO of Visit Jacksonville, Inc. led the orientation for new TDC board members and provided a detailed package of information for member review at a later date. The presentation covered the TDC's vision and mission, major charges and functions and tourism's economic impact on Northeast Florida. He referenced information in the report comparing Jacksonville to other comparable cities in various measures of tourism including CVB budgets and convention center sizes and activities. An aspirational plan contained tourism goals for the area and discussed how hotel occupancy and increased average daily rates would fund the TDC to the extent needed to fund the activities needed to meet the aspirational goals.

Katie Mitura gave an overview of tourism successes and Visit Jacksonville's activities for FY14-15. Visit Jax will be presenting its strategic plan and budget request earlier in calendar year in 2016 in preparation for the FY16-17 budget process. Mr. Astleford described Visit Jax's structure, staffing and budget. Bob Meyer reviewed the organization's business bookings for the past several years, which totaled 59,000 room nights for events that are fixtures in Jacksonville and 58,000 room nights for new events. He discussed the reasons for lost bookings.

Board membership, documents, contracts and meeting schedules were given a brief overview. Two members' terms will be ending in June (M.G. Orender and Barbara Goodman); Ms. Goodman is eligible for reappointment. Polly Govreau and Kimberly Morgan reviewed Visit Jax's budget and its partnerships with private sector tourism attractions and lodgings.

Council Secretary/Director Cheryl Brown will provide the packet of orientation materials to Council Member Garrett Dennis for his review.

## **II. APPROVAL OF MINUTES**

November 19, 2016

The minutes of the November 19, 2015 meeting were amended on p. 7 to insert the word "reimbursement" into the \$100,000 appropriation to the Shooting and Outdoor Convention for marketing outside of a 250 mile radius. – **approved unanimously.**

## **III. Strategic Plan**

President Anderson asked staff to review the minutes of the last 2 TDC meetings, identify changes made to the strategic plan and policies and update the TDC web site to reflect the latest revisions.

## **IV. Reports**

TaxSlayer.com Bowl Report.....Rick Catlett, President Gator Bowl Sports

Mr. Catlett reported on the TaxSlayer.com Bowl which produced increased television ratings (8<sup>th</sup> overall among the 40 bowl games) and very good room occupancy with increased room rates. The game ranked very highly on social media measures. He noted that Jacksonville has hosted a large number and wide range of sporting events in the past year which is great for the local economy. In response to a question about Jacksonville's potential for hosting the college football national championship game, Mr. Catlett reported that one fundamental requirement is a minimum 250,000 square foot convention center, which Jacksonville lacks. The ongoing stadium improvements increase Jacksonville's chances for attracting a college football playoff game.

**Florida First Coast of Golf Quarterly Report.....David Reese, President**

Mr. Reese reported that Northeast Florida led the state of Florida for increase in golf rounds played in calendar year 2015 over 2014. 2016 has started off slowly because of the amount of rainy and cold weather experienced in January in Florida and travel difficulties from many parts of the country due to bad weather there. The organization continues to leverage promotions with other agencies and events (NFL visiting teams, Navy/Notre Dame football game, Player's Championship) and will focus on cities recently getting non-stop air service from Jacksonville (New Orleans, Toronto, Richmond, Memphis). Northeast Florida is getting good golf coverage in media around the country and internationally. A digital campaign is being used by Florida First Coast of Golf, Visit Jacksonville and the St. Johns County TDC to provide digital advertising connections on PGA Tour televised events. Council Member Boyer relayed a negative impression she received from a friend visiting the area that went to the World Golf Hall of Fame to make gift purchases and was disappointed that the PGA Tour Stop golf store was closed. She suggested that First Coast of Golf put information on its web site about availability of other golf stores.

**TDC Ex-Officio Representative Visit Jacksonville..... M.G. Orender**

Mr. Orender gave brief remarks about the latest Visit Jax board meeting.

**TDC Policy Subcommittee Recommendations .....Barbara Goodman, Subcommittee**

Ms. Goodman reviewed the TDC grant application and guidelines which include several changes recommended by the Policy Subcommittee. The group decided to delay action on the recommendations until the next meeting so that the members would have an opportunity to fully review the document.

**Legal Reports and Legislative Updates .....James McCain, OGC**

Jim McCain of the General Counsel's Office reviewed the TDC's previous action to make a grant to the Shooting and Outdoor Convention for a reimbursement of marketing expenses for its event in Jacksonville. Recent media reports highlighted several failed business deals by the applicant in other cities and questioned the TDC's grant to a potentially problematic company. The City is wording the contracts to very clearly reflect the TDC's intention that the grant would be on a reimbursement basis. President Anderson said that changes would be implemented to increase the City's background investigation of entities applying for TDC funds. Background checks will be implemented for applicants (not agents) regarding unpaid taxes or liens in Jacksonville. Council Member Boyer suggested amending the grant application to include a question about whether the applicant is or was an officer in a corporation that had filed for bankruptcy or had other kinds of financial problems of which the City would want to be aware. Commissioner Patidar asked how the TDC would respond if it was determined after a grant was awarded but before the funds are disbursed that the grantee had some sort of legal or financial problem – would that disqualify the payment of the grant? Would the TDC have to make a discretionary call to award or not award? What is the TDC's responsibility? Mr. Orender noted that the TDC does not provide cash up-front and reimburses actual expenses, so the City's taxpayers are protected in that sense. Jim McCain will craft enhanced reimbursement language for the grant agreement, the TDC staff will do a computer search of funding applicants for taxes or liens due to the City, and language will be added to the application regarding disclosure of any previous failures of the applicant's company or affiliated companies.

**Motion (Boyer):** modify the grant application and guidelines to increase clarity regarding 1) reimbursement upon completion of grant terms; 2) grant guidelines and application will incorporate language about payment of all taxes and government obligations; 3) add certification language in the application about the applicant's payment of all governmental taxes and obligations; and 4) incorporate questions in the application about the applicant's previous events and payment of taxes and fees in connection with those events; this new policy begins immediately – **approved unanimously**.

Mr. McCain reported that House Bill 7099 pending in the Florida Legislature would require grants of \$100,000 or more to have a professional financial impact study. It allows any remitter of TDC taxes in a county the opportunity to challenge the TDC's uses of funds, and would require that at least 35% of TDC funds be used for advertising purposes. The hotel industry is opposed to the bill. Paul Astleford stated that the bill also requires that coastal counties must use 10% of TDC revenues for beach renourishment and beach policing services. A number of counties have taken positions opposing this bill because of the loss of local TDC control over the use of the funds. Ms. Boyer understood that one intention of the bill is to require TDCs to use a portion of the TDC revenues to build tourism-related capital facilities (aquariums, convention centers, etc.) rather than using it all for advertising and for event promotion. Mr. McCain and Mr. Patidar said that a Panhandle area state senator is trying to get local TDC revenues allocated to funding Visit Florida at the state level. Ali Korman Shelton of the Mayor's Office reported that the bill is pending in the House and does not have a companion bill in the Senate. Council Member Boyer stated that she would not support any motion to oppose the bill on the grounds that the City needs to maintain the best possible relations with the Legislature in order to maximize the chances that the City's pension funding sales tax bill gets the best possible treatment. The City can't afford to offend a legislator when the sales tax extension bill is still pending.

**Motion (Goldman):** the TDC opposes any expansion of uses of TDC funds beyond current authorizations – **fails 3-5**.

## **V. TDC FINANCIAL REPORT**

TDC Financial Report..... Kyle Billy, Assistant Council Auditor

Mr. Billy gave the financial report comparing revenues by month for the last 5 years, which shows that revenues in 2015 and January 2016 are up over comparable periods in previous years. The TDC's budgetary balance available for grants is \$210,756 and Visit Jax's available grant fund is \$63,057. He explained the amount of funding left in the four appropriated grant categories (Other Grants, CVB Convention Grants, Festival Funding and Contingency Account) and reported that the commission does not have enough resources in those four accounts to cover all of the funding requests being made at today's meeting. President Anderson said that if the "Available Budget Amounts Less Requests for Funding" table is helpful, the Council Auditor will produce it for each meeting. Mr. Astleford said that Visit Jax has committed \$47,000 to conventions seriously considering coming to Jacksonville, which is included in its \$100,000 request today. \$43,000 has already been committed to conventions that have definitely committed to Jacksonville. He reiterated the commission's discussion at a previous meeting about the need for Visit Jax to be able to absolutely commit to funding conventions several years in the future in order lock down those events.

**The commission was in recess from 11:21 to 11:27 a.m.**

**VI. VISIT JACKSONVILLE Reports**

Visit Jacksonville President's Report.....Paul Astleford, President & CEO

-TDC Mission Statement Discussion

**VII. New TDC Grant Funding Requests**

**PRESENTATIONS**

**1. Jacksonville Jazz Festival 2016**

**Applicant:** City of Jacksonville Office of Special Events

**Presenter:** Dave Herrell, Director Office Sports & Entertainment  
Brent Fine, Manager Office Special Events

**Date:** May 25-29, 2016

**Location:** Downtown, Jacksonville Landing, Florida Theatre, Hemming Plaza,  
Main Street

**Amount:** \$20,000.00

**Room Nights:** **Guarantee:** 1,100 (@ \$18.19 per room night)  
**Projected:** 1,500 (@ \$13,34 per room night)

**Room Night Rebate:** None

**TDC Funds Use:** National & Regional Marketing

Dave Herrell, Director of the Office of Sports and Entertainment, thanked the TDC for its support of the 2016 US Curling Championship, which was a great success. The response to the "Learn to Curl" area, suggested by the City to the event organizers, was so positive that US Curling will make that a permanent feature of its championships. Regarding the Jazz Festival, Mr. Herrell reported that the event will move back to the downtown core from its location on Bay Street the last two years in order to help reinvigorate the festival. Sports and Entertainment has worked closely with Visit Jax to market the event and draw more visitors from out of town. Brent Fine of the Office of Special Events gave an overview of the artist lineup and the plans for an art market and more street vendors. The event branding will be made more consistent over all platforms, locally and nationally. Mr. Fine answered questions about the various revenue streams and the public funding percentage. In response to a question from Council Member

Boyer, Mr. Herrell indicated that the Sports and Entertainment Office is amenable to allocating the TDC funding to marketing outside a 150 mile radius from Jacksonville.

Commissioner Goodman reminded the group that the TDC has in the past officially designated certain events as “signature events” that don’t have a specific room night requirement attached and suggested that if the Jazz Festival is going to be permanently funded, it should be so designated so that room guarantees aren’t required and the funding is not phased out over a period of several years.

**Motion (Orender):** approve the \$20,000 request for advertising outside of a 150 mile radius of Jacksonville, with room nights being tracked voluntarily; designate the Jazz Festival as a signature event; and delete the room nights information from the Jazz Festival presentation in future years since that would not be relevant to a signature event – **approved unanimously,**

**2. P1 Jacksonville Grand Prix 2016**

**Applicant:** City of Jacksonville Office Sports & Entertainment

**Presenter:** Dave Herrell, Director Sports & Entertainment

**Date:** June 4-6, 2016)

**Location:** Memorial Park –St. Johns River

**Grant Amount:** \$20,000.00

**Room Nights:** Guarantee: 400 @ \$50.00 per room night

Projected: 1000 @ \$20,00 per room night

**Room Night Rebate:** None

**Funds Use:** International/ National Marketing /TV Production/Distribution

Dave Harrell said that this event has been a very important event in raising Jacksonville’s international profile. James Durbin, CEO of Powerboat P1, said that attendance and interest in the event have increased in Jacksonville over the last 2 years. Jimmy Hill, a Jacksonville businessman and a competitor in the race last year, talked about his experience promoting the race and his good experience dealing with Powerboat P1. Mr. Durbin reported that the number of countries to which the race is being broadcast is increasing substantially, now in over 150 countries around the world.

**Motion (Goodman):** approve an allocation of \$10,000 – **dies for lack of a second.**

**Motion (Smith):** approve the requested grant of \$20,000 –

**Motion (Boyer):** waive the TDC \$6 per room nights policy and approve a \$20,000 grant, to be used in accordance with the grant application for international television production and advertising

**Motion (Goodman):** approve a \$2400 room night guarantee (400 rooms @ \$6) and the remaining \$17,600 as a grant - **the Smith motion as twice amended was approved unanimously.**

**3. Presenter: Paul Astleford, President & CEO**

**1. Marketing Presentation FY 2015-2016.....Katie Matura**

**-Visit Jacksonville Marketing Initiative FY 2015-2016**

**Amount: Request \$533,092.00**

Ms. Matura said that additions to the previous year's marketing efforts would be: 1) an additional issue of the Pilot magazine; 2) cable TV marketing in Charlotte and Tampa; 3) continuation of the on-line efforts marketing Jacksonville for outdoors, culinary and arts activities; 4) enhance social media campaigns; 5) billboards in the targeted cable TV cities; and 6) more targeted advertising to meeting planners.

The commission discussed the possibility of tapping the TDC reserve fund to cover the full amount of this request (which exceeds available funding after approval of the \$100,000 request below), which would require City Council approval. The purpose of the reserve fund established two years ago was discussed. Dave Herrell reminded the group that the Sea and Sky Spectacular will be coming up in the fall and the intention is to come to TDC for funding to leverage attendance at that event in conjunction with the Navy/Notre Dame football game. Council Member Boyer asked for a clarification regarding the interpretation by the Office of General Counsel that the City's contract with Visit Jax is for "all" marketing services; if this request is for additional funding for existing initiatives, then it doesn't appear to be a proper request. Mr. Oreder said that the TDC's contract with Visit Jax should have been clearly worded to include marketing, advertising *and sales*, which is what Visit Jax actually does and where much of their funding goes.

**Motion (Patidar): approve \$300,000 for the Visit Jax marketing initiative –**

**Motion (Anderson): approve \$267,166 for the Visit Jax marketing initiative, leaving \$100,000 in the contingency fund – approved 8-1 (Boyer opposed).**

**2. CVB Convention Grant Funding FY 2015-2016 ..... Paul Astleford**

**Amount: Request \$100,000 (See Memo)**

Mr. Astleford referred to the discussion earlier in the meeting about Visit Jax's need to be able to commit funding to convention organizers several years in advance in order to lock in those deals.

**Motion (Goldman): approve the \$100,000 request for convention grants – approved unanimously.**

**(Consent Agenda Items)**

**VIII. Encumbered Requests**

**1. Encumbrances Visit Jacksonville: From Convention Grant**

**Total Encumbrance Request CVB Grant Fun FY 2015-2016 \$43,004.70**

**Total Room Nights 10,812**

**Presenter:** Paul Astleford, President & CEO

**Name of Group:** National Strength & Conditioning Association 2016 Personal Trainers Conference

**CVB Contact:** Josh Hoce

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** October 12-17, 2016

**Room nights:** 380 (at \$2.63 per room)

**Estimated Attendance:** 700

**Funds Use:** A/V, Marketing, Room Rental, Group Transportation and/or Reception Food & Beverage

**Funds to be encumbered:** \$1,000

**Summary:** As the worldwide authority on strength and conditioning, the National Strength & Condition Association supports and disseminates research-based knowledge and its practical application to improve athletic performance and fitness. NSCA Conferences are an exceptional way to learn the latest research, techniques, and breakthrough performance methods used by top professionals around the world. Learn from the best and grow your network! To learn more about the conference visit, <http://www.nasca.com/events/conferences/>

**Economic Impact:** \$110,200

**Name of Group:** ECRM Select Cosmetics, Fragrance & Bath EPPS 2017

**CVB Contact:** Karen Townsend

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** January 14-19, 2017

**Room nights:** 2,265 (at \$3.18 per room)

**Estimated Attendance:** 575

**Funds Use:** A/V, Marketing, Room Rental, Group Transportation and/or Reception Food & Beverage

**Funds to be encumbered:** \$7,202.70

**Summary:** The mission of ECRM is to strengthen the business practices of our clients by offering unique events that are supported by innovative technology solutions. By making our client base the focal point



of our business we quickly identify growing trends and changes that are taking place in the industry. With an ear to the ground we find new and better solutions that can make a difference while continuing to foster a drive for innovation and efficiency in an ever changing environment. We are passionately committed to providing a truly exceptional client experience in a fun and friendly atmosphere and look forward to developing solutions that pave a new path for the consumer packaged goods industry. To learn more about the conference visit, <http://ecrm.marketgate.com>

**Economic Impact: \$656,850**

**Name of Group: All Female Riders**

**CVB Contact: Josh Hoce**

**Hotel(s) Utilized: Ramada Inn Baymeadows**

**Date: April 1-3, 2016**

**Room nights: 150 (at \$3 per room)**

**Estimated Attendance: 150**

**Funds Use: A/V, Marketing, Room Rental, Group Transportation and/or Reception Food & Beverage**

**Funds to be encumbered: \$450**

**Summary: This female motorcycle club is having a meeting in Jacksonville. The theme of meeting and ride is 2wheels 2gether.**

**Economic Impact: \$18,750**

**Name of Group: Southeastern Employment & Training Association Spring Conference**

**CVB Contact: Karen Townsend**

**Hotel(s) Utilized: Hyatt Regency Jacksonville Riverfront**

**Date: March 16-22, 2017**

**Room nights: 1,333 (at \$3.75 per room)**

**Estimated Attendance: 500**

**Funds Use: A/V, Marketing, Room Rental, Group Transportation and/or Reception Food & Beverage**

**Funds to be encumbered: \$5,000**

**Summary:** The Southeastern Employment & Training Association provides professional opportunities for all workforce development partners. To learn more about the conference visit, [www.seta.org](http://www.seta.org)

**Economic Impact:** \$386,570

**Name of Group:** International & American Associations of Clinical Nutritionists 2016 Scientific Symposium

**CVB Contact:** Karen Townsend

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** August 5-15, 2016

**Room nights:** 755 (at \$5 per room)

**Estimated Attendance:** 300

**Funds Use:** A/V, Marketing, Room Rental, Group Transportation and/or Reception Food & Beverage

**Funds to be encumbered:** \$3,775

**Summary:** The IAACN is the Professional Membership Organization of practicing clinical nutritionists in many health care professions who strive to attain the highest standards of competency and practice. For over two decades members of the IAACN have demonstrated a passion for serving their fellow man and communities by their efforts to improve health and nutritional well-being. IAACN is committed to making a real difference in the quality of life of practitioners and their patients. IAACN recognizes each individual's innate ability to heal and sustain health and is committed to the exploration and support of that process. During the 25th Annual IAACN Scientific Symposium "Renovation of the Structural Integrity of the Human Body through Biomolecular Interventions. Beyond the Collagen Connections." Topics will cover non-organ tissues of the body such as bones, joints, muscle, skin and other connective tissues.

Interactions with other organ systems, health and nutrition are part of the program.

Learn how what holds us together goes beyond just collagen and applications of clinical nutrition that promote health of our body foundation. To learn more about the conference visit, <http://www.iaacn.org/symposium/>

**Economic Impact:** \$218,950

**Name of Group:** Tastefully Simple Leadership Conference

**CVB Contact:** Josh Hoce

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** January 9-13, 2018

**Room nights:** 984 (at \$3 per room)

**Estimated Attendance:** 775

**Funds Use:** A/V, Marketing, Room Rental, Group Transportation and/or Reception Food & Beverage

**Funds to be encumbered:** \$2,952

**Summary:** Tastefully Simple provides exceptional tasting experiences and lifestyle solutions, through simple, delicious food and enriching business opportunities. To learn more about the conference visit, <https://www.tastefullysimple.com>.

**Economic Impact:** \$285,360

**Name of Group:** Life Care Assurance Company Annual Intercompany LTCI Conference

**CVB Contact:** Karen Townsend

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** March 23-30, 2017

**Room nights:** 2,845 (at \$5 per room)

**Estimated Attendance:** 600

**Funds Use:** A/V, Marketing, Room Rental, Group Transportation and/or Reception Food & Beverage

**Funds to be encumbered:** \$14,225

**Summary:** LifeCare is the only product outsourcing provider to offer both reinsurance and administration of long term care insurance in one comprehensive package. Over the past three decades, we have developed distinctive, innovative, and profitable long term care insurance products for Fortune 500 companies. To learn more about the conference visit, [www.lifecareassurance.com](http://www.lifecareassurance.com).

**Economic Impact:** \$768,150

**Name of Group:** Most Worshipful Union Grand Lodge, Prince Hall Affiliated (MWUGL PHA) Annual Session and Youth Department Grand Session

**CVB Contact:** Bob Meyer

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront, DoubleTree by Hilton Jacksonville Riverfront

**Date:** April 14-22, 2016 and June 10-12, 2016

**Room nights:** 2,100 (at \$4 per room)

**Estimated Attendance:** 1,000

**Funds Use:** A/V, Marketing, Room Rental, Group Transportation and/or Reception Food & Beverage

**Funds to be encumbered:** \$8,400

**Summary:** The Prince Hall fraternity has over 4,500 lodges worldwide, forming 46 independent jurisdictions with a membership of over 300,000 masons.

**Economic Impact:** \$1,067,900

**Motion:** approve all consent agenda items – **approved unanimously.**

**2. FESTIVAL FUNDING ENCUMBRANCES- NOVEMBER 2015 –February 2016**

**REQUEST TDC RATIFICATION Total Request \$6,985.00**

**Presenter:** Dave Herrell, Director Office Sports & Entertainment

Brent Fine, Manager Office Special Events

**Name of Organization:** The Foundation Academy

**Name of Event:** Jacksonville Science Fair 2016

**Date of Event:** February 25-27, 2016

**Amount:** \$3,000.00

**Use of Funding:** Print Advertising /Billboard Advertising

**Name of Organization:** GASTROJAX  
**Name of Event:** Gastrofest 2016  
**Date of Event:** March 19, 2016  
**Amount:** \$3,985.00  
**Use of Funding:** Print Advertising Internet Web Advertising

**IX. OTHER BUSINESS**

**Motion (Smith):** request City Council to allocate \$250,000 from TDC reserves to the Other Grants account to provide additional funding for marketing efforts – **approved unanimously.**

President Anderson asked for volunteers to work with Jim McCain to craft legislation to be introduced by him on behalf of the TDC requesting and justifying the additional allocation.

**X.COMMENTS FROM THE PUBLIC**

None

**XI. CLOSING COMMENTS**

Next Quarterly Meeting scheduled for Thursday, May 19, 2016

Paul Astleford asked if the TDC was going to reappoint the Policy Committee to continue and finish the work that was started but not completed by the previous Policy Committee. Barbara Goodman agreed to work with Mr. Astleford to determine what additional items may require commission action.

**XII. ADJOURN**

Jeff Clements, Council Research Division  
Posted 2.19.16 5:00 p.m.