



Tourist Development Council
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**TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES (EXCERPT)
Wednesday, October 17, 2018
1:30 P.M.
117 West Duval Street
City Hall, First Floor
Lynwood Roberts Room**

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XIII. TDC Special Project Accounts

Council Member Lori Boyer gave a PowerPoint presentation and discussed a variety of potential uses for the TDC's special project accounts. She reviewed the currently permissible uses for the various accounts. The Florida Legislature in 2017 expanded the authority for use of TDC funding to allow maintenance and operational expenses of public facilities.

Development Account – Potential Uses

Capital improvements to publicly-owned or private tourism-producing facilities (arenas, convention centers, museums, aquariums, etc.).

Contingency Account

Unforeseen opportunities for major events, activities or projects.

Donations and Sponsorships Special Revenue Account

Visitor Center within the Times-Union Center for the Performing Arts

Ms. Boyer suggested allocating \$850,000 from the Development Account for this new visitor center. SMG has hired an architect to develop conceptual plans for renovations/improvements to the river side of the T-U Center, including a riverfront café on the west end of the building and a visitor center in the east end near the Jacksonville Landing. New visitor wayfinding signage is being manufactured and should be installed by February 2019.

Wallcast livestream projection venue utilizing CSX building façade

This concept is based on the outdoor projection system at the New World Symphony's concert hall in Miami. CSX has agreed to the concept of using the east wall of his office building adjacent to the Times-Union Center for the Performing Arts as a projection screen and a video engineer will do a

demonstration of the concept next week. This would require the installation of outdoor speakers and a projection system on the T-U Center property.

Craig Smith said that the TDC will need to decide which avenue to take with regard to use of the Development Fund – to use the available funds on 3 or 4 smaller projects in the near future or to let the fund grow for several more years and use \$10 or \$12 million to construct a single, major tourist attraction (i.e. an aquarium). Chairman Bowman asked how the City would enter into a relationship with CSX to protect the City's ability to implement this concept (i.e. to protect the availability of the building wall); Lawsikia Hodges said that a contract would need to be negotiated.

Riverfront sound and light show

Ms. Boyer described a proposed nightly synchronized light and sound show using Friendship Fountain and the St. Johns River Park on the Southbank, the T-U Performing Arts Center on the Northbank, and the Main Street and Acosta Bridges. The City has budgeted for fountain nozzles, computers and other hardware in the current budget; the TDC would be asked to help fund the development of the show software. Ongoing maintenance will need to be budgeted as well; the Downtown Investment Authority may fund half of the cost if someone (TDC? City?) will fund the other half.

Motion (Truhlar): recommend that the City Council appropriate funding from the Development Account for a new Downtown Riverfront Visitor Center in the Times-Union Center for the Performing Arts (\$850,000) and for the livestream projection system on the CSX Building façade and associated Times-Union Center outdoor seating area (\$1,200,000) –

Public comment – Stanley Scott said that the proposals as described don't contain enough money for the desired end product and maintenance of the systems will be very expensive. He recommended planning for the future of the entire riverfront and not doing projects piecemeal.

The Truhlar motion was **approved 6-0**.

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