

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, April 25, 2024, 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 absence*), Jitan Kuverji (*excused early dismissal*), Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Hitt (*excused absence*)

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 10:05 a.m. and the attendees introduced themselves for the record. The Chair announced that Mr. Hitt and Council Member Freeman were unable to attend due to a work schedule conflict. Council President Salem welcomed Visit Jacksonville board member, Mr. Patrick Kerchowski, who is visiting to learn more of the processes of the TDC.

II. Public Comments Including Action Items

Chair Salem

Public Comments: John Nooney

Mr. Nooney spoke on advocating for a Pottsburg Creek Public Park, thus improving the City of Jacksonville's waterways and providing additional public access to Pottsburg Creek.

III. Approval of Minutes

Chair Salem

The minutes of the February 22, 2024 Regular TDC meeting were **approved unanimously as distributed.**

IV. Florida Restaurant & Lodging Association Legislative Session Update

Nicole Chapman

The Chair introduced Nicole Chapman, Northeast Florida Regional Director of the Florida Restaurant & Lodging Association, to provide the board with an update on industry related topics that were up for action during the 2024 Florida Legislative Session in Tallahassee. Ms. Chapman discussed various legislation that was passed by the Florida legislature which the FRLA supported. These bills included regulation of vacation rentals and additional tourist development tax revenue collected as a result; establishing a consistent standard for transparency in agreements between restaurants and food delivery platforms; employment restrictions for 16- and 17-year-olds and other additional employment regulations; funding for Visit Florida in amount of \$80 million; and a tax package that did not include sunset provisions to all current tourist development taxes across the state. Additionally, Ms. Chapman updated the board on other legislation that was taken up during Session like human trafficking prevention; cultivated meat; auxiliary containers; and the acceptance of cash payments by businesses. Ms. Chapman then answered questions from board members.

Mr. Kuverji asked about the vacation rentals bill awaiting the Governor's signature and if the state would be collecting the bed tax revenue, Ms. Chapman answered in the affirmative. Mr. Kuverji would like to ensure Duval County is able to collect its share of the bed taxes from this pending legislation. Ms. Chapman explained the Governor's process on signing legislation and what could occur with this particular vacation rentals bill for it to become law.

Mr. VanLoh asked how much funding was originally requested from Visit Florida. Ms. Chapman explained the original discussions ranged from \$40 to \$100 million and the settlement was reached at \$80 million, a \$5 million increase from last year.

Mr. Kuverji asked Michael Corrigan, CEO of Visit Jacksonville, for an estimate of how many vacation rentals are in Duval County. Mr. Corrigan answered that it's complicated to tell due to these properties operating under a self-reporting tax system, meaning if properties do not report their bed tax, then the city would not be able to accurately know how many rentals are in the county. Additionally, he added that municipalities will have to look at the state for guidance should this bill become law.

Council President Salem asked if the state was going to collect these taxes and if so does the state take a cut or does county get it all. Ms. Chapman explained that the state will have to set the process should the law go into

effect. More so, should it become law effective in July 2024, it would likely take up to a year before counties begin seeing any additional bed tax revenue as processes will need to be established.

V. TDC FY 2024-2025 Budget

Carol Brock

Chair Salem explained that the City is working on the FY 2024-2025 budget that will take effect October 1, 2024 and that Ms. Brock and the City auditors have been working to provide a sound budget. He commented that the tourism industry is likely leveling out as Florida has fully emerged from the pandemic. The budget is based on conservative estimates using level Tourist Development Tax Revenue projections. Ms. Brock explained the proposed budget. The TDC revenue and expenses remained the same as FY 2023-2024 at \$11,088,533. Ms. Brock went line by line of the expenses, highlighting each of the categories: TDC Administration (\$314,039), which includes salary raises for the TDC Executive Director and Administrator to be in line with the city's cost of living adjustments and to make the Administrator position more competitive; Destination Experience (\$1,385,817), including \$30,561 for the STR and CoStar Subscriptions; Marketing Services (\$4,632,956), including \$180,000 for Florida First Coast of Golf; Convention and Group Sales (\$1,685,391), including \$330,000 for TaxSlayer Gator Bowl; Convention Grants, Sponsorships, Promotions (\$600,000); Planning and Research (\$100,000); Event Grants (\$1,329,875); Equestrian Center (H.O.R.S.E. Therapies) Grants (\$8,600); Development (\$1); Contingency (\$250,000); and Unallocated/Remaining to Spend (\$781,854). A more detailed budget proposal is attached with these minutes.

Destination Experience, Marketing Services, Convention and Group Sales, and Convention Grants, Sponsorships, and Promotions are part of the planning components bound by Chapter 666, *Ordinance Code*, which the TDC contracts with Visit Jacksonville as the County's destination marketing organization to market and promote the area for tourism or convention business. In June Visit Jacksonville will present its proposed budget for TDC approval. While funding could shift between these four planning components, the bottom line of \$7,763,603 will remain the same.

As the Mayor's Office finalizes the Citywide budget, minor changes between line items will be made by adjusting the Unallocated/Remaining to Spend account if needed.

Mr. Kuverji stepped out of the meeting at 10:23 a.m. due to another commitment.

Vice Chair White thanked City staff for their work on preparing this budget and would like the TDC to consider additional funding for the Equestrian Center should it be needed.

Motion (White / 2nd VanLoh): approve the TDC Fiscal Year 2024-2025 Budget as presented. – **approved unanimously.**

VI. Equestrian Center Update

Tim Jones

Chair Salem introduced Tim Jones, the Executive Director of the Jacksonville Equestrian Center, to give an update on recent happenings at the equestrian center. Mr. Jones shared that while Duval County has the largest park system in the country with over 400 parks, there is only one dedicated to horses – the Jacksonville Equestrian Center. He continued to give an overview of the facilities and services offered by his organization. Mr. Jones explained the revenue which is generated by the operations housed at the equestrian center and the total number of events and event days on the various shows that are performed there over the years. The economic impact for Fiscal Year 22-23 was almost \$4.5 million. Additionally, the equestrian center provides a horse therapy program. This is a therapeutic riding program where clients of all ages with a range of physical, emotional, behavioral, and cognitive disabilities are allowed the freedom to experience riding the horses. The program welcomes veterans, children, first responders among others. Mr. Jones concluded his presentation by discussing priority projects for the Jacksonville Equestrian Center for the upcoming year.

Vice Chair White would like to see the Equestrian Center granted more funding when needed.

VII. Jacksonville Film and Television Office Overview

Todd Roobin

The Chair introduced Todd Roobin, Manager of the Jacksonville Film and Television Office, to give an overview of what this division of the Office of Economic Development does. Mr. Roobin explained that this office was established in 1981 and strives to have a significant impact on Jacksonville's economy in job creation and retention by actively marketing and attracting new film, television, and commercial businesses to the area. The Jacksonville Film & Television Office assists local and visiting productions with facilitating permits, provides preliminary location scouting, and engages the local workforce and vendor resources throughout the production. Mr. Roobin continued by explaining that the Film Office serves as the liaison between the city, production company, and the location production industry and is one of 72 film commissioners in the state of Florida. He explained that since tracking started in 2005, the direct local economic impact of this office generated \$68 million with a \$175 million industry multiplier. With over 1,500 permitted productions, this division has helped create 25,700 jobs. Film incentives program helped to put Jacksonville in a much more competitive edge. The new program will offer a 15%-20% rebate based on a minimum expenditure of \$400,000. Mr. Roobin concluded with any questions from the board.

VIII. Visit Jacksonville Update

Michael Corrigan

Chair Salem introduced Michael Corrigan, CEO of Visit Jacksonville, to give an update to the board.

Quarterly Report

Mr. Corrigan provided to the board with the quarterly report for Quarter Two 2024, as required by their contract with the TDC. He expressed excitement regarding the release of the new Coffee and Donuts Trail, which went live on April 2nd. Since then, there was a spike in downloads of the Visit Jacksonville app by 2,000 as the trail's "passport" tracking is now digital. Mr. Corrigan also let the board know that there will be a National Tourism and Travel Week reception at the Downtown Visitor Center on May 22nd. On April 30th, there will be a tourism industry meeting at Top Golf which will feature a sports panel with industry related panelists to discuss the increasingly popular demand for sports tourism in the city.

Other quarterly highlights included an update on the 14 submitted bids for Jacksonville to host NCAA Championships during the 2026/2027 and 2027/2028 school years. Visit Jacksonville held multiple tourism ambassador trainings, educating over 70 additional members of the public on Jacksonville tourism. The mobile visitor center, Seymour Jax, was on the road twice at events in Georgia and Florida. Mr. Corrigan also shared that his team secured many top media placements in national and international outlets. They have hosted 25 writers and influencers, with 9 visiting Jacksonville during Quarter Two. Visit Jacksonville continued in producing more content highlighting Jacksonville as tourist destination. The organization has held several meetings with neighborhood hotel partners throughout the city to create synergy and collaboration with tourism partners.

Council President Salem commented on the progress of the renovations to the J. P. Smalls Memorial Baseball Stadium in the Durkeeville neighborhood. Mr. Corrigan shared that they envision that facility to become a real community asset once complete.

Budget Reallocation Request

Mr. Corrigan then went on to explain a budget reallocation request. Per Visit Jacksonville's contract with the City of Jacksonville, Visit Jacksonville may budgetarily exceed line items on an expense by up to 10%; however, any shifts in amounts needed larger than 10% must be brought before TDC for approval. This fiscal year, Visit Jacksonville experienced cost variances higher than anticipated in their Marketing and Convention Sales categories. The total budget for Visit Jacksonville for FY 2023-24 remains the same and these are just shifts between line items to account for those areas where costs have been higher than anticipated. These reallocation requests are in conjunction with the release of the new Coffee and Donuts Trail and related items to make that new program a success.

Motion (White / 2nd Thompson): approve the Visit Jacksonville FY 23-24 budget reallocation request as presented. – approved unanimously.

UK Marketing Sponsorship Proposal

Mr. Corrigan asked that Katie Mitura, Chief Marketing Officer of Visit Jacksonville, explain a new United Kingdom marketing sponsorship proposal to the board which would total \$250,000. Jacksonville's annual NFL football games with the Jacksonville Jaguars in London provides a unique opportunity to enhance tourism from the UK. These events garner substantial media attention, positioning Jacksonville favorably among UK sports enthusiasts. This marketing proposal would highlight many of the city's key attractions to entice UK travelers to seek Jacksonville as their next vacation destination. The timeline would be from June 2024 through October 2024 with the goals of producing 4.5 million media impressions aimed at UK residents, enhance exposure to 25,000 people via marketing activation, and generate an additional 500 new email leads.

Ms. Phillips asked if the marketing materials would be the same as what is shown throughout the United States, to which Ms. Mitura explained they would work with public relations and media firms in the UK to tailor their approach to be more in line with the European culture.

Motion (White / 2nd Chan): approve the Visit Jacksonville UK marketing campaign proposal of \$250,000 from the Tourist Development Council FY 23-24 Remaining to Spend account. – approved unanimously.

IX. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending March 2024 were \$10,642,083.20, a 0.16% increase over the 12 months ending March 2023. Revenue from the start of FY 23-24 to date, ending in March 2024, was \$4,928,590.56, down 0.43% compared to the start of FY 22-23 to date, ending in March 2023. Revenue for March 2024 was \$9,23,150.02, up 2.80% from the same month in 2023. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$317,348.95.

Mr. Peterson reviewed the budgetary balances as of March remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$27,114.00; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$421,726.30; Planning and Research - \$150,000; Event Grants - \$1,263,020; Development Account - \$2,121,075.63; Contingency Account - \$1,256,060; Equestrian Center Promotion - \$8,902.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$973,820; TDC Administration - \$232,824.54; and the Special Revenue Fund - \$32,767.50.

X. Closing Comments and Adjournment

Chair Salem

In closing, Council President Salem reminded the members that the next regular meeting will be on June 6, 2024 in the Lynwood Roberts Room of Jacksonville City Hall.

Ms. Brock updated the board that the National Travel and Tourism Week legislation passed during City Council's April 23, 2024 meeting. Furthermore, she reminded the board that their next meeting on June 6, 2024 will be the second and final grant consideration period for this fiscal year and alerted the board of a couple of grant requests that will be presented at said meeting.

The meeting was adjourned at 11:05 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

These minutes were approved at the TDC Regular Board meeting on June 6, 2024



Duval County Tourist Development Council Budget

CATEGORY	Approved APPROVED FY 23-24 BUDGET	Proposed PROPOSED FY 24-25 BUDGET
REVENUE		
TDT Revenue as Projected by Budget Office	\$10,940,075	\$10,940,075
Transfer from Fund Balance	\$0	\$0
Interest	\$148,458	\$148,458
TOTAL REVENUE	\$11,088,533	\$11,088,533
EXPENSES		
Administration	\$301,250	\$314,039
Salaries	\$165,171	\$176,912
Pension & Defined Contribution Costs	\$19,013	\$21,192
Employer Provided Benefits	\$26,823	\$26,997
Internal Services Charges	\$52,152	\$51,827
Insurance Costs & Premiums	\$748	\$767
Professional Services & Contractual Services	\$501	\$2
Other Operating Services	\$17,180	\$16,680
Professional Development & Training & Travel	\$1,750	\$1,750
Indirect Costs	\$17,912	\$17,912
Destination Experience	\$1,249,694	\$1,385,817
Visit Jax Contract*	\$1,222,130	\$1,355,256
STR & CoStar Subscriptions	\$27,564	\$30,561
Marketing Services	\$4,543,525	\$4,632,956
Visit Jax Contract*	\$4,370,725	\$4,452,956
FL First Coast Golf Contract	\$172,800	\$180,000
Convention & Group Sales	\$1,664,747	\$1,685,391
Visit Jax Contract*	\$1,304,747	\$1,355,391
Gator Bowl Sports - TaxSlayer Gator Bowl	\$360,000	\$330,000
Visit Jax Convention Grants, Sponsorships, Promotions Contract*	\$290,000	\$600,000
Planning & Research	\$150,000	\$100,000
Event Grants	\$1,441,250	\$1,329,875
Special Event Grants	\$850,000	\$900,000
ASA - Super Girl Surf Pro	\$231,250	\$221,875
PGA Tour - The Players	\$300,000	\$0
UNF - FHSAA T & F Championships	\$50,000	\$50,000
Green Mustard - WasabiCon	\$10,000	\$8,000
UNF - NCAA T & F East Preliminary	\$0	\$150,000
Equestrian Center (H.O.R.S.E. Therapies Inc.) Grants Contract	\$1	\$8,600
Development	\$250,000	\$1
Contingency	\$250,000	\$250,000
Unallocated (Remaining to Spend)	\$948,066	\$781,854
TOTAL EXPENSES	\$11,088,533	\$11,088,533
* Total Visit Jax Contract - \$7,763,603		
Combined total of Destination Experience, Marketing Services, Convention & Group Sales, and Convention Grants, Sponsorships, Promotions Contract; Excludes Sports Tourism Contract		



TOURIST DEVELOPMENT COUNCIL MEETING

Thursday, April 25, 2024 10:00 a.m.



Attendance Record Sign-In Sheet

NAME/JOB TITLE	ORGANIZATION	PHONE	E-MAIL
Tim Jones exec dir	Jay Equestrian	355-4254	Tim Jones @ Cojnet
Heather McDowell ^{office mgmt}	Jay Equestrian	855-4217	hmcowell@coj.net
John ⁹⁰⁴⁻³⁻⁰⁸¹⁹ Theresa ⁹⁰⁴⁻⁴³⁴⁻⁰⁸³⁹ Paolini ⁹⁰⁴⁻⁴³⁴⁻⁰⁸³⁹ Neuber ⁹⁰⁴⁻⁴³⁴⁻⁰⁸³⁹	Port St Lucie Park The Movie	904-434-0839	veuoos@yahoo.com
Nicole Chapman, Reg Dir	FLRA	904-574-7279	nchapman@flra.org
MITCH PROFESSOR	SPRINGER THE BURNS 237-2089		MITCHEMP@FB.COM
Sarina Wiechers	Visit Jay		swiechers@visitjacksonville.com
Katie Wittner	Visit Jay		katie@visitjacksonville.com
ANNAM ⁹⁰⁴⁻⁴²¹⁻⁹¹⁵¹ BRIDGEMAN	Visit JAY	904-421-9151	annam@visitjacksonville.com
Wendy ⁹⁰⁴⁻⁷⁰³⁻¹⁴⁸⁵ Carison	Visit Jay	904-703-1485	wcarison@visitjacksonville.com
Jeanne (Sol) Schmidt	Visit Jacksonville	800-913-7052	jgoldschmidt@visitjacksonville.com
DAVE REESE	FFCB	607-3284	david@ffcb.org
Sask Harrison	Visit Jay	811-4235	sask@visitjacksonville.com
Terri ⁹⁰⁴⁻⁶⁸⁷⁷ Brochowski	Visit Jay	904-6877	terri@visitjacksonville.com
BOB ²⁵⁵⁻⁵⁴³⁴ BEERS	JAY FILM + TV STAFF	255-5434	TR@BBINC@JIMET
Sivan Kuvviri	TDC		
Erin Lewis	UNF	252-9511	E.Lewis@unf.edu
Alex ⁹⁰⁴⁻²⁸⁴⁻³⁵⁷⁴ Anton	COJ	904-284-3574	alex@coj.net
Alex Akta ⁹⁰⁴⁻⁸⁶⁸⁻⁴¹⁴⁷ Smith	FU	904-868-4147	alex@fu-jacksonville.com

EVIDENCE! FOR MICHAEL PACKER OGE & LAUREN FISHER TU
REQUEST TO SPEAK CARD

TBA-River Record - Same Parks Public Areas
TOURIST DEVELOPMENT COUNCIL
McMillions

NUMBER - \$ 2,000,000
THE COMMISSION \$ 20,000,000
Mc PAKS

TTA - EV. MATHIAS STATION
EPB - HAS MONEY TO SPONSOR

NAME: John Pain-THROTIC Resiliency Noury DATE: 4/25/24

ADDRESS: 8356 Barton Rd. PHONE: 904-434-0839

REPRESENTING: Portsbards Creek Public Park The Movie (90210) 2024

1. PUBLIC HEARING BILL NUMBER: FBI - Full Blown Foware Operational Support

I SUPPORT \$ 27,000,000 (or) I OPPOSE _____ THIS LEGISLATION

2. COMMENTS FROM THE PUBLIC SUBJECT: Gooda Foware Noury Joseph, Jill bpd

THE TOL WOULD SPONSOR A RESOLUTION OF SUPPORT FOR PORTSBARDS

CRICK PUBLIC PARK THAT IS CHALLENGE 1 WASTARDS NEXT TO A

NO SPEAKER MAY GIVE OR TRANSFER HIS/HER TIME TO ANOTHER PERSON
SPEAKING TIME IS LIMITED (SEE REVERSE FOR TIME LIMITATIONS)

FROM (PAIN) 2024-0034 HOUSE THAT SHOULD HAVE BEEN DEMONSTRATED

ADD NUMBER 10 DIST. 4, PAC-3 - SCHOOL BOARD DISTRICT 3

WFLA DID A SITE INSPECTION AND RECOMMENDS THE RECREATION BENEFIT OF
PORTSBARDS CREEK PUBLIC PARK.

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 granted 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.