

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES**

**Thursday, June 6, 2024, 10:00 a.m.**

**City Hall - Lynwood Roberts Room**

**TDC Members:** City Council President Ron Salem (Chair), City Council President-Designate Randy White (Vice Chair), City Council Member Terrance Freeman- *absent*, Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Hitt - *absent*

**TDC Staff:** Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor), and Jim McCain (Office of General Counsel)

**I. Welcome and Call to Order**

**Chair Salem**

The meeting was called to order by Chairman Salem at 10:02 a.m. and the attendees introduced themselves for the record. The Chair announced that Mr. Hitt and Councilman Freeman were unable to attend due to work schedule conflicts. Council President Salem thanked the TDC for the opportunity to serve as the chair this past year and congratulated Council President-Designate White on his election and wished him well as he becomes the new chair of TDC effective July 1, 2024.

**II. Public Comments Including Action Items**

**Chair Salem**

Chris Hoffman, *Jacksonville Beach Mayor*

Mayor Hoffman spoke in support of the three grant requests that will be located at Jacksonville Beach. The 2024 Florida Fin Fest, 2024 Beaches Oktoberfest, and the 2025 Springing the Blues Festival are great free events that highlight the beauty of the Jacksonville Beach community. Mayor Hoffman thanked the TDC for allowing her to speak in support of these events.

John Nooney, *Jacksonville Resident*

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 April 25, 2024 Regular TDC meeting were **approved unanimously as distributed.**

**IV. TDC Grants**

**Chair Salem/Carol Brock**

Carol Brock gave an overview of the five grant requests. She explained the applicants are in order of the dates for the events. Ms. Brock stated that the total maximum grant award amount for this cycle is \$310,000 if all are approved at the level requested. Additionally, these events should bring in approximately 28,500 tourists and 5,700 hotel room nights.

**A. 2024 Florida Fin Fest**

**Niko Costas**

Carol Brock introduced Niko Costas from Real Time Entertainment & Management and gave a summary of the grant request. The 2024 Florida Fin Fest will be held at the SeaWalk Pavilion in Jacksonville Beach during September 13 – 14, 2024. Their funding request is Category D. with a requirement to produce 1,100 hotel room nights and 5,001 – 6000 tourists for a maximum award amount of \$60,000.

Mr. Costas provided additional information to the board regarding the 2024 Florida Fin Fest and detailed how they were targeting markets in areas that they know tourists visit from to expand the success of the festival. He thanked the board for considering his grant request.

Mr. Kuverji asked about the tracking of hotel nights. Ms. Brock explained that they work closely with Visit Jacksonville to ensure hotel room nights are properly tracked. Applicants are encouraged to use survey data collection to help supplement room nights.

**Motion (White / 2<sup>nd</sup> Thompson):** Approve Real Time Entertainment & Management to receive a special event grant for \$60,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 Florida Fin Fest. - **approved unanimously.**

**B. 2024 Constellation Furyk & Friends**

**Adam Renfroe**

Ms. Brock introduced Adam Renfro representing the Jim & Tabitha Furyk Foundation and gave a summary of the grant request. The 2024 Constellation Furyk and Friends event will be held at the Timuquana Country Club during September 30 – October 6, 2024. Their funding request is Category B. with a requirement of 700 hotel room nights actualized and a tourist guarantee of 3,001 – 4,000 for a maximum award amount of \$40,000.

Mr. Renfro detailed that the TDC has been great partners with the Jim & Tabitha Furyk Foundation, helping build a successful golf event. He continued that this will be the last year the event is hosted at the Timuquana Country Club. Mr. Thompson asked why the Timuquana Country Club did not want to renew the event there to which Mr. Renfro answered that their event no longer fit in with the purview of the Timuquana Country Club organization. Ms. Phillips asked if any new locations have been determined. Mr. Renfro answered that the foundation was looking at two potential venues, the Glen Kernan Golf & Country Club and the Deerwood Country Club.

**Motion (White / 2<sup>nd</sup> Phillips):** Approve Jim & Tabitha Furyk Foundation to receive a special event grant for \$40,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 Constellation Furyk & Friends. - **approved unanimously.**

**C. 2024 Beaches Oktoberfest**

**Phillip Vogelsang**

Ms. Brock introduced Phillip Vogelsang with Beaches Oktoberfest, Inc. and shared details on the grant application with the board. Mr. Vogelsang is applying for Category C. for the 2024 Beaches Oktoberfest event. This category has a 900 hotel room night requirement as well as a 4,001 – 5000 tourist guarantee. The maximum amount this grant category can receive is \$50,000.

Mr. Vogelsang let the board know that they are expanding the event by building on to the Bierhalle which was introduced at last year's event. The bierhalle could feature Visit Jacksonville as its presenting sponsor, if desired, for the event. Also, they secured a German polka music band to play in the bierhalle.

**Motion (White / 2<sup>nd</sup> VanLoh):** Approve Beaches Oktoberfest, Inc. to receive a special event grant for \$50,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2024 Beaches Oktoberfest. - **approved unanimously.**

**D. 2025 Spartan U.S. Championship**

**Cherie Bortnick**

Ms. Brock introduced Cherie Bortnick with Spartan Race, Inc. and provided information to the board regarding the grant request. The 2025 Spartan U.S. Championship event will be held at Diamond D Ranch during February 28 – March 2, 2025. The event is applying for Category F. which has a requirement of 1,500 hotel room nights and 7,001 – 8,000 tourists for a maximum award amount of \$80,000.

Ms. Bortnick shared an event recap from last year's Spartan event that the TDC supported. She explained the process it takes to host such an event. She noted that the event production team takes up a sizeable portion of hotel room nights and is confident that she can meet the Category F. requirements.

Council President-Designate White ask the applicant if the event has ever been held at Diamond D Ranch before to which the applicant answered in the affirmative.

Mr. Kuverji asked Ms. Bortnick if the production crew would book their lodging accommodations through Airbnb or hotels, to which Ms. Bortnick says it depends on the location of the host city. She continued that most of the time it is the best situation when they can book a hotel closest to the event so that everyone is in one place. Mr. Thompson expressed his support of the event and shared that some people who take part in the championship choose to camp at the campground he helps oversee, which also contributes to the bed tax.

Council President-Designate White suggested that the Jacksonville Equestrian Center also has campground space that could be utilized for this event as it is much closer to Diamond D Ranch.

Ms. Phillips would like to see shuttle services employed so more hotel opportunities could be considered.

**Motion (White / 2<sup>nd</sup> Chan):** Approve Spartan Race, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2025 Spartan U.S. Championship - Jacksonville. - **approved unanimously.**

**E. 2025 Springing the Blues**

**Mitch Harbeson**

Ms. Brock introduced Mitch Harbeson representing Jax Beach Festivals, Inc. and she gave an overview of the event. The 2025 Springing the Blues event will be held at the SeaWalk Pavilion during April 4 – April 6, 2025.

The event is applying for Category F. which has a requirement of 1,500 hotel room nights and 7,001 – 8,000 tourists for a maximum award amount of \$80,000.

**Motion (White / 2<sup>nd</sup> Phillips):** Approve Jax Beach Festivals, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 23-24 Event Grants account for the 2025 Springing the Blues Festival. - **approved unanimously.**

**V. Visitor Information Television Channel Status Report** **Kate Strickland**

Ms. Brock explained to the board that Ms. Strickland was unable to attend the meeting. Ms. Strickland provided electronically a project status report that was distributed to the board for review and Ms. Brock shared some highlights. Ms. Brock said that Ms. Strickland will be invited to present at the next TDC meeting in August. Furthermore, due to the technical nature of the project status report, any questions should be directed to Ms. Strickland.

**VI. Northeast Florida Equestrian Society/HORSE Therapies, Inc. FY 24-25 Budget Adjustment** **Carol Brock**

Ms. Brock updated the board that the projections for the original budgeted amount of \$8,600 for the equestrian center's portion of the FY 24-25 budget is too low based on possible commitments for next fiscal year. Ms. Brock requested that an additional \$5,000 be added to their budget for a total of \$13,600. The Unallocated/Remaining to Spend account will be reduced by \$5,000 to cover this increase.

**Motion (VanLoh / 2<sup>nd</sup> Thompson):** Approve the revised TDC FY 24-25 budget to include a \$5,000 increase to the Northeast Florida Equestrian Society/HORSE Therapies account to be offset with a \$5,000 decrease to the Unallocated/Remaining to Spend account. - **approved unanimously.**

**VII. Visit Jacksonville FY 24-25 Budget** **Sarina Wiechens**

The Chair reminded the board that at their last meeting they approved the TDC FY 24-25 budget and today they will approve the Visit Jacksonville's portion of that budget. Sarina Wiechens, Chief Financial Officer of Visit Jacksonville, gave an overview of their budget proposal.

Ms. Wiechens broke their budget down into several categories which reflect the different planning components as required by contract. In the destination experience category, they budgeted \$1,355,256 – an 11% increase from the previous fiscal year. This component includes money allocated for a second mobile visitor center as well as a new research database platform. The marketing services category budgeted \$4,452,956 – a 2% increase from last year. This component is the least cost increase which Ms. Wiechens explained is a weakness and could be improved upon. The convention and group sales category budgeted for \$1,355,391 – a 4% increase from the last fiscal year. The convention grants, sponsorships and promotions category allocated \$600,000 – a 107% increase from the last fiscal year. This increase includes additional funding for golf sponsorships. The total FY 24-25 budget for Visit Jacksonville is \$7,763,603.

Mr. VanLoh asked for an explanation of the TDC's Unallocated/Remaining to Spend account. Ms. Brock said its unallocated money that can be used when there are unforeseen opportunities or a short fall in the budget. The money in this account can be allocated to cover costs without City Council approval. An example of this being done was the recent action item on adding \$5,000 to the equestrian center's budget from this account. Ms. Brock also shared that the budget office explained there could be a potential \$250,000 short fall in the FY 24-25 TDC revenue and this account could help cover the gaps in funding if needed.

Council President-Designate White asked if the account could be called a reserve account, to which Mr. Peterson said that would cause some technical issues that would add additional burden if the TDC ever needed to move money from this account.

**Motion (White / 2<sup>nd</sup> Phillips):** Approve the Visit Jacksonville FY 24-25 budget as presented. - **approved unanimously.**

**VIII. Visit Jacksonville Update** **Katie Mitura**

The Chair introduces Katie Mitura, Chief Marketing Officer of Visit Jacksonville, to provide an update to the board. She thanked the board for their support of National Travel and Tourism Week which was May 19<sup>th</sup> – May 25<sup>th</sup>. Additionally, Ms. Mitura announced the launch of the Jacksonville Sports Foundation. This foundation will help capture sports tourism in the region at a whole new level. Ms. Mitura also shared that Visit Jacksonville released a new trail visitors can take advantage of which is the Mayport Shrimp Trail.

**IX. Financial Report****Phillip Peterson**

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending April 2024 were \$10,541,847.68, a 2.20 % decrease over the 12 months ending April 2023. Revenue from the start of FY 23-24 to date, ending in April 2024, was \$6,025,146.93, down 1.97% compared to the start of FY 22-23 to date, ending in April 2023. Revenue for April 2024 was \$1,096,556.37, down 8.38% from the same month in 2023. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$275,043.51.

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 - \$397,483.80; Planning and Research - \$150,000; Event Grants - \$1,061,770; Development Account - \$2,121,075.63; Contingency Account - \$1,256,060; Equestrian Center Promotion - \$7,987.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$723,820; TDC Administration - \$141,443.29; and the Special Revenue Fund - \$32,767.50.

**X. Closing Comments and Adjournment****Chair Salem**

Chair Salem asked if there was any new business before the board to which Mr. Kuverji asked about the status of the Museum of Science and History (MOSH)'s new museum expansion project. MOSH is just shy of its financial goal of \$40 million with a deadline of June 30, 2024. The Chair said he anticipates MOSH will meet its goal in time.

In closing, Council President Salem reminded the members that the next regular meeting will be on August 15, 2024, in the Lynwood Roberts Room of Jacksonville City Hall. He thanked everyone for supporting his term as Chair and Ms. Brock presented him with a gift from the board in recognition of his service in leadership of the TDC during his term as Council President.

The meeting was adjourned at 11:07 a.m.

*Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator*

*These minutes were approved at the TDC Regular Board meeting on August 15, 2024*



**TOURIST DEVELOPMENT COUNCIL MEETING**

Thursday, June 6, 2024 10:00 a.m.



**Attendance Record Sign-In Sheet**

NAME/JOB TITLE	ORGANIZATION	PHONE	E-MAIL
Niko Costas - CEO	RTTEAM	904-861-8128	Niko@RTTEAM.NET
Josue Goz	RTTEAM		Josue@RTTEAM.NET
LHATT	JAX BEACH FITNESS	904-631-0029	JaxBeachFitness@gmail.com
Heather McDowell - JEC	Jax Equestrian Center	904-481-802	hmcowell@eqj.net
Tim Jones - Executive Director	"	"	timjones@eqj.net
Phil Wapking - Mgr	Beach Oktoberfest	904-397-7010	phil@beachoktoberfest.com
Mitch Haggren	Sax Box Festivals	904-357-0084	MITCH@SAXBOX.COM
Katie Mitzner	Visit Jax	904-431-9160	katie@visitjacksonville.com
Sarina Veiers	"	"	sarina@visitjacksonville.com
Josh Harrison	"	"	josh@visitjacksonville.com
Jeanne Goldschmidt	"	"	jeanne@visitjacksonville.com
Shawn Lebble	Visit Jax Shivan Properties	904-610-3390	shawn@shivanproperties.com
PALE Reese	FEEG	904-607-3204	dpale@fla-golf.org
Cherie Buttnac	Spartan Race	909-260-7778	Cherie@spartan.com
Amy Renfroe	consellation Friends Friends	904-252-9515	amy@floridafriends.com
Jackie Lee	City Council	255-5162	jackie@coj.net
Chris Hoffman	COJR		choffman@jacobcnfla.net
Alex Alston	COJ	904-239-2589	alex@coj.net
Philanthropic Resource Manager	The Kissa River and River Board	904-434-0839	verudo@yakoo.com



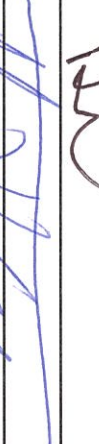
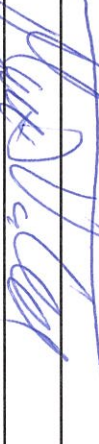
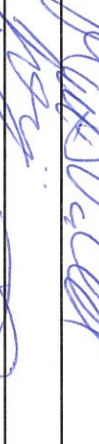




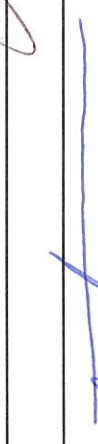
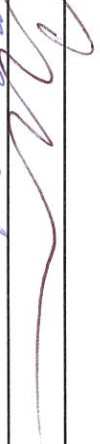




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Thursday, June 6, 2024, 10:00 a.m.

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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	
Michael Hitt, TDC Member	
Carol Brock, TDC Executive Director	
Brett Nolan, TDC Administrator	
Phillip Peterson, Asst. Council Auditor	
Jim McCain, OGC	

**REQUEST TO SPEAK CARD**  
**TOURIST DEVELOPMENT COUNCIL**

Please print and complete:

NAME: Maria Casas Hoffmeyer DATE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

REPRESENTING: \_\_\_\_\_

1: PUBLIC HEARING BILL NUMBER: \_\_\_\_\_

I SUPPORT \_\_\_\_\_ (or) I OPPOSE \_\_\_\_\_ THIS LEGISLATION

2. COMMENTS FROM THE PUBLIC SUBJECT: \_\_\_\_\_

Area And Towns For Town Support

SPEAKING TIME IS LIMITED (SEE REVERSE FOR TIME LIMITATIONS) FOR

NO SPEAKER MAY GIVE OR TRANSFER HIS/HER TIME TO ANOTHER PERSON

(Please read the reverse side for instructions on speaking) BEACH FERRIS

**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.



EVIDENCE! For MICHIGAN PARKING GET LAUREY FISHER TJ. AND REQUEST TO SPEAK CARD THE \$100,000,000 IN MICHIGAN TOURISM TRAIL IN SHOWING A PROGRESS TOURIST DEVELOPMENT COUNCIL OF ABUSE OF FEEL. HAND, THE, THAT HAS LID TO A CONSPIRACY TO CRUSH PUBLIC REVIEWS TO OUR WARRANTIES IN DET-DUMP!

Please print and complete:

NAME: JOHN PHILANTHROPIC REVENUE NUMBER DATE: 6/6/2024 Dept: TRUCKING

ADDRESS: 8356 BACCOM RD. PHONE: 904-434-0839

REPRESENTING: THE LISA RICHMAN 2024-0325 2024-0364 SUPRE PARK PARK OR

1: PUBLIC HEARING BILL NUMBER: CHECK THE AND ALSO REVIEWS FOR JOHN Q. LEWIS RICHMAN

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2024-0364 SUPRE PARK OR PORTSMOUTH CHECK THAT IS CATEGORY 1

NO SPEAKER MAY GIVE OR TRANSFER HIS/HER TIME TO ANOTHER PERSON

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HAVE BEEN DEMOLISHED AND UNDER CITY COUNCIL IN DISTRICT 4, CPE-3, CEMO1 BORDS DIST.3. MICH A SPONSOR! MICH DID A SITE INSPECTION AND

RECOGNIZE THE IDENTIFICATION MICH OF LISA RICHMAN PARK OR PORTSMOUTH CHECK.

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