

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

Thursday, October 17, 2024, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Randy White (Chair) – *Excused Absence*, City Council Vice President Kevin Carrico (Vice Chair), City Council Member Ron Salem – *Excused Absence*, Jitan Kuverji, Dennis Chan, Dennis Thompson, Mark VanLoh, Shawn LeNoble, Michael Jenkins – *Excused Absence*

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

Vice Chair Carrico

The meeting was called to order by Vice Chairman Carrico at 10:01 a.m. and the attendees introduced themselves for the record. The Vice Chair welcomed two new TDC members, Shawn LeNoble and Michael Jenkins. Due to work travel, Council President White, Council Member Salem, and Mr. Jenkins had excused absences. The Vice Chair asked Mr. LeNoble to share a few things about himself with the board.

Ms. Brock congratulated Mr. VanLoh, who also serves as the CEO of the Jacksonville Aviation Authority, as the Jacksonville International Airport was recently ranked number two in customer satisfaction out of all of America's mid-sized airports according to J.D. Power; just one point shy of being tied with the No. 1, Indianapolis International.

II. Public Comments Including Action Items

Vice Chair Carrico

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. Mr. Nooney wants to be the biggest cheerleader for the City of Jacksonville and provided evidence as to why that is.

III. Approval of Minutes

Vice Chair Carrico

The minutes of the August 15, 2024 Regular TDC meeting were **approved unanimously as distributed.**

IV. TDC Grants

Vice Chair Carrico/Carol Brock

The Vice Chair announced that the TDC would be considering six grant applications this cycle. Prior to the grant presentations, Ms. Brock shared an update on WasabiCon, a multi-year marketing grant recipient in year 2 of 3. The organization has moved their event date to November 22 – 24, 2024 due to Hurricane Milton. All else stays the same and no additional action is required. He asked Ms. Brock to introduce each applicant and provide an overview of their request. She reminded the board that this is the first of two grant cycles. While there are occasional exceptions, the next grant cycle will be in June 2025. Per the TDC guidelines, if any of the applicants fail to satisfy the requirements of their selected grant tier, they will be reimbursed for the level they do meet. Should the TDC approve all the grant requests presented at this meeting, Ms. Brock noted that there would be approximately 7,400 hotel room nights; 37,000 tourists; \$400,000 in grant funding awarded; \$175,230 in estimated bed tax dollars generated; and \$156,176 in estimated sales tax generated.

• **2025 JJVA Tropical Ice Challenge Volleyball Tournament** **Lisa Davis**

Ms. Brock stated that this is a first time application for the TDC and that the Jacksonville Juniors Volleyball Association (JJVA) has been working with the TDC for several years to get them in a place to apply for a grant. The event will take place in January over the span of three weekends. This atypical timeline was approved by the board at the last TDC meeting due to the size of the event and spacing limitations. The group has applied for Category E., planning for 1,300 hotel room nights and at least 6,001 tourists from outside of Duval County with a maximum award amount of \$70,000. The applicant scored a 78 out of 100 points. Lisa Davis, chairperson of JJVA, was introduced to further discuss the application request. She gave an overview of their non-profit organization.

Mr. Kuverji mentioned that he has worked with JJVA for a long time and the organization helps spur a lot of economic activity when these events take place in both the restaurant and lodging industries. Mr. Kuverji felt that it is these types of groups that will help the city during the time the EverBank Stadium is under renovation. Vice Chair Carrico asked about the annual operating budget for the organization. Ms. Davis

shared the total revenue was 4 million dollars. The Vice Chair followed up by asking how much goes towards kids and family, to which Ms. Davis answered that 100% does.

Motion (Thompson / 2nd VanLoh): Approve Jacksonville Juniors Volleyball Association to receive a special event grant for \$70,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 Tropical Ice Challenge Volleyball Tournament. – **approved unanimously.**

- **2025 Donna Marathon Weekend**

Amanda Napolitano

Prior to introducing Amanda Napolitano, Executive Director of the DONNA Foundation, Ms. Brock read into the record a statement from the Ethics Office to “confirm that The Donna Foundation applying for and receiving a TDC grant does not raise a conflict of interest under state ethics laws because Mayor Deegan is not a board member, officer, employee, or member of The Donna Foundation and is not paid by The Donna Foundation. This determination has been confirmed through research of prior State Ethics Commission opinions and consultation with the State Ethics Commission General Counsel.” Ms. Napolitano confirmed that the statement is accurate.

Ms. Brock then discussed that the DONNA foundation is a returning applicant, coming back for a second time following their application that was awarded \$50,000 in 2023. This time, the foundation is seeking Grant Category E. for a total of up to \$70,000 with 1,300 hotel room nights and at least 6,001 tourists. The application received 87 points out of 100. Ms. Brock provided an overview of the event and Ms. Napolitano followed up by saying this event saw an 18% increase in event registration year-over-year. Additionally, their tourism numbers increased by 10%. This event has received numerous accolades on a national level for one of the better marathon events in the county. She thanked the board for their support and welcomed any questions.

Council Vice President Carrico asked if this event was located entirely in the beaches community. Ms. Napolitano answered that there is a two day health and wellness event at flex field next to the stadium in downtown as well as a 5k, the following Sunday hosts the marathon at Jacksonville Beach. Furthermore, the applicant was asked how many years the DONNA marathon has been around to which she answered this is their 18th year.

Motion (Thompson / 2nd VanLoh): Approve The DONNA Foundation, Inc. to receive a special event grant for \$70,000 from the Tourist Development Council FY 24-25 Event Grants account for the DONNA Marathon Weekend 2025.

Aye: Kuverji, Chan, Thompson, VanLoh, LeNoble (5)

Nay: Carrico (1)

Abstain: (0)

Motion Carries

- **2025 Jacksonville College Baseball Classic**

Cutter Sippel

Ms. Brock introduced Cutter Sippel and provided an overview of the event. The applicant is requesting Grant Category C for a maximum award amount of \$50,000 with 900 hotel room nights and at least 4,001 tourist guarantees. The event is a second year applicant who received \$40,000 in grant funding last year. The 2025 Jacksonville College Baseball Classic will be held at the 121 Financial Ballpark in Downtown Jacksonville. The application scored 64 out of 100 points. It is important to note, however, that the lower score is a result of the organization not being able to be flexible in the date of the event as it follows a schedule associated with specific tournament dates. Additionally, as a returning applicant, 5 points is also deducted.

Mr. Sippel, representing Peak Events LLC, provided more information on the event and welcomed questions. Vice Chair Carrico asked if this event was a preseason tournament or if they are regular season games. Mr. Sippel said it counts as regular season games. The Vice Chair suggested getting the applicant in connection with local youth baseball organizations to help with the quality of life of this event’s impact.

Motion (LeNoble / 2nd Thompson): Approve Peak Events, LLC to receive a special event grant for \$50,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 Jacksonville College Baseball Classic. – **approved unanimously.**

- **2025 Michelob ULTRA PBR Jacksonville**

Dianne Hallam/Richie Cahill

Ms. Brock highlighted that this applicant is another first time applicant for a TDC grant and provided an overview of the event. This group is asking for Grant Category C with 900 hotel room nights produced and at least 4,001 tourists. It will be located at the VyStar Veterans Memorial Arena on February 22 – 23, 2025. They received a score of 81 out of 100 points. Dianne Hallam, Tour Manager for Unleash The Beast, was introduced and she provided additional information to support her grant request.

Mr. Kuverji suggested in addition to the quality of life work the applicant is providing to youth initiatives like the 4-H club and veterans groups, they should reach out to hospital, schools, and the local Jacksonville chapter of the Wounded Warrior Project as an avenue to give tickets away. He also asked about advertising opportunities since the applicant mentioned national broadcasting for the event. Ms. Brock interjected that all grant applicants, once approved, will work closely with Visit Jacksonville to leverage sponsorship and advertising packages suitable to their event.

Motion (Chan / 2nd Thompson): Approve Professional Bull Riders LLC to receive a special event grant for \$50,000 from the Tourist Development Council FY 24-25 Event Grants account for the Michelob ULTRA PBR Jacksonville. – **approved unanimously.**

- **2025 AAU College Hockey National Championships**

Jon LaRochester

Ms. Brock introduced the next applicant and provided an overview of the event; she reminded the board at their last meeting they voted on an exception to allow for the event to occur on nonconsecutive weekends. This applicant is a first time applicant and is seeking Grant Category F with a maximum award amount of \$80,000 with 1,500 hotel room nights and at least 7,001 tourists. The organization will host the championships at the Community First Igloo, which will be the first time the TDC has supported an event there. The group received a score of 74 out of 100 points for their application.

Jon LaRochester, Director of Hockey Operations for AAU College Hockey, provided additional information about the event via telephone as he was not able to be physically present.

Council Vice President asked if they were seeking a long term partnership with the City of Jacksonville, which Mr. LaRochester answered in the affirmative. When asked if the Community First Igloo was big enough to support the event, the applicant expressed support in the future to expand to the VyStar Veterans Memorial Arena if possible.

Motion (Chan / 2nd VanLoh): Approve The Amateur Athletic Union of the United States, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 AAU College Hockey National Championships. – **approved unanimously.**

- **2025 AAU T&F Primary National & Club Championships**

Jeanne Goldschmidt

Ms. Brock shared to the board that because of the investments the TDC made at the University of North Florida's (UNF) Hodge Stadium, events like the AAU Track and Field Primary National & Club Championships have relocated to Jacksonville. The applicant is returning to UNF for their second year at a request for Grant Category F with a maximum amount of up to \$80,000 with 1,500 hotel room nights and at least 7,001 tourists. In 2024, they received a \$60,000 TDC grant for their event. While Crystal Mannino, AAU's Director of Junior Olympic and Outdoor Sports, was unable to attend the meeting, Jeanne Goldschmidt with Visit Jacksonville represented the applicant.

Ms. Goldschmidt shared additional information about this grant request to the board.

Motion (Thompson / 2nd VanLoh): Approve The Amateur Athletic Union of the United States, Inc. to receive a special event grant for \$80,000 from the Tourist Development Council FY 24-25 Event Grants account for the 2025 AAU Primary Nationals & Club Championships. – **approved unanimously.**

V. **MOCA 100th Anniversary Update**

Caitlín Doherty

Vice Chair Carrico reminded the board that the Museum of Contemporary Art (MOCA) was approved for a grant of \$80,000 to be used for marketing the MOCA 100th Year Anniversary campaign in December 2023. The organization has currently wrapped up their third quarter of event programming. The Vice Chair invited Caitlín Doherty, Executive Director of MOCA, to share an update on their grant report.

Ms. Doherty presented that the funding to support planning and implementation of a regional and national advertising campaign for MOCA, with the goal of increasing the museum's tourist traffic by 50%, from 14k to 21k tourist visitors in 2024 has been met by the end of Quarter 3. MOCA's visitors totaled 21,565 who traveled from outside of the 5-county Northeast Florida region to visit the museum. Media coverage has more than doubled compared to the same three quarters in FY 2023. Ms. Doherty then shared the upcoming events and programming the museum is offering in Quarter 4.

Mr. Thompson was happy to see MOCA's success and shared that the venue is critical to downtown and hopes to see more venues like MOCA come online.

VI. **Sports Tourism Contract Amendment**

Carol Brock

The Vice Chair asked Ms. Brock to discuss the Visit Jacksonville sports tourism contract amendment. Ms. Brock noted that the TDC voted to increase the Visit Jacksonville sports tourism contract by \$1.5 million for the purpose

of encouraging the creation of a new non-profit to serve as a sports foundation in Jacksonville. She shared that there are some minor amendments that need to be made to the contract and approved by the TDC. This includes to renew the contract by one year and to clarify the reimbursement language to be more in line with similar contracts the TDC has with Visit Jacksonville.

Motion (LeNoble / 2nd VanLoh): Approve the amendments to the Visit Jacksonville sports tourism initiative services agreement to include a one-year extension and clarify the reimbursement process. – **approved unanimously.**

VII. Visit Jacksonville Update

Josh Harrison

Josh Harrison, Chief Operating Officer of Visit Jacksonville, presented the Visit Jacksonville update as their CEO, Michael Corrigan, was on a business trip in London. He shared the progress their Chief Marketing Officer, Katie Mitura, was making while promoting the city as a travel destination to individuals at the Waterloo Station in London. These efforts were done with the \$250k funding support the TDC provided at their June board meeting with the purpose to create a stronger marketing operation in the United Kingdom. Furthermore, Mr. Harrison provided an updating on the sports tourism campaign. Also, Visit Jacksonville's promotional video "A Love Letter to Jacksonville" was awarded a prestigious Silver Dolphin Trophy by the Cannes Corporate Media & TV Awards in the Tourism Films: Destinations - Cities category. The annual awards honor the best in corporate films, online media productions, and documentaries all over the world. To conclude, Mr. Harrison shared that WANDER Media's Visit Jacksonville visitors channel was launched on several streaming platforms.

VIII. Strategic Market Analysis Update

Carol Brock

Ms. Brock let the board know that Downs and St. Germain will be wrapping up Phase I – Market Analysis and Visitor Profile and will present the results at the December board meeting. At that time, the TDC will look at the scope of work for Phase II and formally move forward with the strategic plan. Phase II will look at where the TDC should focus on with their investments. The TDC approved funding for this phase in the FY 24-25 budget.

IX. Financial Report

Phillip Peterson

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending September 2024 were \$10,403,744.21, a 2.43% decrease over the 12 months ending September 2023. Revenue from the start of FY 23-24 to date, ending in September 2024, was \$10,403,744.21, also down 2.43% compared to the start of FY 22-23 to date, ending in September 2023. Revenue for September 2024 was \$771,697.24, down 1.02% from the same month in 2023. Actual collections for the fiscal year to date underperformed the average monthly budgeted amount by \$536,330.79.

Mr. Peterson reviewed the budgetary balances as of September remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$27,114; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$294,739.85; Planning and Research - \$150,000; Event Grants - \$451,770; Development Account - \$2,121,075.63; Contingency Account - \$756,060; Equestrian Center Promotion - \$0; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$873,820; TDC Administration - \$27,655.60; and the Special Revenue Fund - \$32,767.50.

Council Vice President asked about the amount in left in the TDC Reserve, to which Mr. Peterson answered about \$6.5 million.

X. Closing Comments and Adjournment

Vice Chair Carrico

Ms. Brock shared that the December meeting was rescheduled to Monday, December 2nd at 3:00 p.m. in the Lynwood Roberts Room.

With no additional business, the Vice Chair adjourned the meeting at 11:12 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator

These minutes were approved at the TDC Regular Board meeting on December 2, 2024



TOURIST DEVELOPMENT COUNCIL MEETING

Thursday, October 17, 2024 10:00 a.m.



Attendance Record Sign-In Sheet

NAME/JOB TITLE	ORGANIZATION	PHONE	E-MAIL
Amanda Napolitano Executive Director	IDF	9046083481	amanda@thedonnaburkefoundation.org
Bonnie Arriv	PRR	253-444-7562	cahille@prc.com
Sarina Weichers	Visitjax		
Josh Harrisson	Visitjax		
Jeanne Goldschmidt	Visitjax		
Dianne Halloran	PRR	874558579	
Matthew Gumbarger	Visitjax	9044249151	
LISA DAVIS	JAVA	9042199457	lisa@jiv.com
Arlin Doherty	Visitjax		
Genevieve Beard	MCCA Jax		
Angela Bennett	MCCA Jax		
Brett Shann	Florida's First Coast of Golf	9047636157	Brett@fla-golf.org
Jackie Lee	City Council	5162	
Kevin Canino	City Council	5162	
Wm T. Noorderhoek 03-0819	WESTSIDE 700 PARK ON PORTS BUREAU & CENTER	904-434-0839	van005@yahoo.com
Ernie Lewis	UNF	844252-9511	







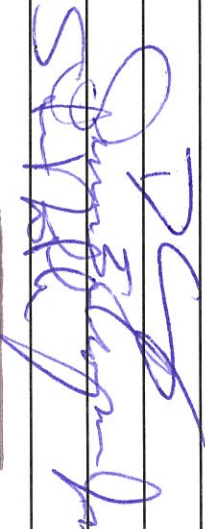








TOURIST DEVELOPMENT COUNCIL MEETING

Thursday, October 17, 2024, 10:00 a.m.

Attendance Record Sign-In Sheet



PRINT NAME	SIGNATURE
CP Randy White, TDC Chair	
CVP Kevin Carrico, TDC Vice Chair	
CM Ron Salem, TDC Member	
Mark VanLoh, TDC Member	
Jitan Kuverji, TDC Member	
Dennis Chan, TDC Member	
Dennis Thompson, TDC Member	
Shawn LeNoble, TDC Member	
Michael Jenkins Jr., TDC Member	
Carol Brock, TDC Executive Director	
Brett Nolan, TDC Administrator	
Phillip Peterson, Asst. Council Auditor	
Jim McCain, OGC	

EVIDENCE!

REQUEST TO SPEAK CARD

C-CITRUS

TOURIST DEVELOPMENT COUNCIL

I-IN

FOR K. PARKER-FBI

P-POTTSBURG

Please print and complete:

Case # 16-2024-IN-010106-AXXX-MA TRIP Commission \$35,000,000+ CASH

NAME: JOHN T. NOBLEY 2023-0819 DATE: 10/17/2024

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

REPRESENTING: MASSIVE TIDE TRIP COMMISSION RIVER ACROSS PUBLIC PARK OF POTTSBURG

CRIMINAL MATTERS NEXT TO A FEMA (FEDERAL) DISASTER RELIEF DISTRICT - (CIVIL)

1: PUBLIC HEARING BILL NUMBER: HAS A SUIT 2024-0034 HOWEVER THAT SHOULD HAVE BEEN AMENDED AND UNDER CITY COURTS IN DISTRICT 4, CASE-3, SEN001 BOARD-3

2. COMMENTS FROM THE PUBLIC SUBJECT:

Corruption of our Watersheds is Real. Michael Pacheco-OGE. And a \$100,000,000 Trust Settlement Trust. To Show Payout, is showing a picture of abuse that has led to a

boardroom to show public access to our watersheds in West-Douai
SPEAKING TIME IS LIMITED (SEE REVERSE FOR TIME LIMITATIONS) COURT
NO SPEAKER MAY GIVE OR TRANSFER HIS/HER TIME TO ANOTHER PERSON THE PROSECUTOR
W/RE MAKING A STATE MOVE
(Please read the reverse side for instructions on speaking)

McNinnis - HBO-DOCUMENTARY
McPARKS - DASH JOURNAL. TILLER. SODIA FURTHER LOUI BOYER. T. ROBBIN
T. (JIM) FRANKLIN. G. RANDOLPH. G. GRANT 2024-0107, 2024-0325

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 fixed for all speakers 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.