

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL**  
**LEADERSHIP TRANSITION AND HIRING SUBCOMMITTEE MEETING MINUTES**

Tuesday, March 1, 2022 - 9:00 A.M.  
Conference Room 2-C, City Hall

TDC Members In Attendance: Aaron Bowman (Chair), Dennis Thompson, Angela Phillips, Terrance Freeman (9:16 to 9:19 a.m.)

TDC Staff: Lillian Graning (TDC Executive Director – via telephone), Jeff Clements (Council Research Division)

Also: Michael Corrigan and Sarina Wiechens – Visit Jacksonville Inc., Diane Moser – Employee Services Department

**WELCOME**

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Chairman Bowman called the meeting to order at 9:07 and announced that one of the two candidates – Brian Fike – withdrew his name from consideration. He noted that the committee had previously considered Carol Brock's application for the position and selected her as one of the six to be interviewed, but that she had declined to interview because of her perceived lack of experience in the tourism field compared to the other candidates selected for interviews. He believes that she has better qualifications than she presented because of her experience as his Executive Council Assistant during his years serving on and chairing the TDC and her work at the Chamber of Commerce on tourism-related functions, and suggested that the committee may wish to interview her. He said Ms. Moser and Ms. Graning had presented the two scheduled interview candidates with an exercise last week to complete over the weekend and suggested that if the committee wants to interview Ms. Brock that it might be best to drop discussion of that exercise today since she would not have had the same opportunity to participate.

Mr. Thompson and Ms. Phillips said that they both had Ms. Brock on their original interview list and agreed with interviewing her today. The group agreed that she was a viable candidate and that it would not be unfair to the other candidates in the finalist group who were not chosen for second interviews to interview her. After some discussion the committee decided to allow the other interviewee, Cecile Wallace, to present the results of the exercise provided to her in the interest of fairness since she had devoted time and effort to the task. They noted that Ms. Brock had not been present for the original set of interviews and therefore had not heard the questions to be posed.

The committee interviewed Cecile Wallace for a second time with a different set of questions from the first virtual interview.

The group discussed an appropriate list of questions to pose to Ms. Brock, combining 8 questions from the original online interviews with 6 questions from today's list posed to Ms. Wallace.

The committee interviewed Carol Brock for the first time using the combined list of questions.

Mr. Thompson said he felt that Ms. Brock's interview told him much more about her and her qualifications than was evident from the quick review of her résumé in the short time allowed to the committee in the first meeting. Ms. Phillips said she was impressed by Ms. Brock's interview performance on very short notice and recommended that if she were to be chosen that she would benefit from an on-the-job course in tourism with the Visit Jacksonville staff. She felt that Ms. Wallace was a very creative person and big picture thinker who perhaps lacked governmental and nuts-and-bolts administrative experience. Mr. Bowman said that Ms. Brock has made a great impression on a variety of constituencies in her time as his ECA and has had numerous offers to consider other jobs because of her qualities. TDC Executive Director Lillian Graning said that Ms. Brock exhibited qualities that would serve her well in the job, both in interpersonal relationships and in organizational and management skills. She knows more than any of the other candidates about the workings of Jacksonville's city government and how the TDC fits into that structure. Michael Corrigan, CEO of Visit Jacksonville, said that Ms. Brock was one of

three applicants for the job who met with him prior to the interview process to better understand the tourism industry and Visit Jax's operations. He thinks that she would be able to quickly get up to speed with the tourism industry.

The committee consensus was to offer the TDC Executive Director position to Carol Brock.

In response to a question Ms. Moser said the job was advertised at a salary of \$90,000 – 105,000 and that Ms. Brock's minimum salary expectation on her application was \$90,000. At Ms. Graning's suggestion, Ms. Moser explained how the process of gaining a second part-time position and part-time dollars for the TDC, as discussed at the last meeting, would take place. The Mayor's Budget Review Committee will decide on its budget proposal in June to present to the City Council in July. Mr. Bowman said the City Council is in the process of hiring a new Council Secretary/Director and hopes to have that person in place by April. He hopes that once that person is hired, one of their first tasks will be to identify a part-time position slot that could be shared with the TDC. Ms. Graning said the TDC budget already contains salary dollars for some part-time hours.

Mr. Thompson recommended paying a salary close to \$100,000. Ms. Phillips recommended paying \$90,000 which would be a substantial increase over Ms. Brock's current salary. The group agreed on offering \$95,000 as the starting salary. Regarding a start date, Mr. Bowman said that it will likely be difficult for him to hire a new ECA given that he has only 16 months left in his term before he leaves the City Council. Ms. Moser was asked if it would be possible for Ms. Brock to continue assisting Mr. Bowman after she shifts to the TDC payroll. She said the City prefers that new employees start at the beginning of a payroll period; the next payroll period begins March 12<sup>th</sup>. Ms. Graning said that she would move into a part-time or contractual role with TDC after Ms. Brock officially takes the position to help maintain continuity during the transition. It was determined that Monday, March 28 will be the official start date. Ms. Graning said she will place the part-time position issue on the TDC agenda for the April 21<sup>st</sup> meeting for the TDC to make a recommendation to the City Council about a position. Mr. Corrigan said that Visit Jax would be happy to host Ms. Brock at their office for any amount of orientation she may want. Ms. Moser said she will update the Council President/TDC Chair about the committee's decision and will let him notify the TDC membership when that is appropriate. She will contact all of the finalist candidates to inform them of the outcome.

Mr. Bowman thanked the committee members and Ms. Moser and Employee Services for their assistance throughout the application and interview process.

Adjourn 11:02 a.m.

*These minutes were approved at the TDC Regular Board meeting on December 8, 2022*