



OFFICE OF THE CITY COUNCIL

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Council Member Jimmy Peluso and Council Member Dr. Rahman Johnson Noticed Meeting on Jacksonville Neighborhood Marketing May 27, 2025 Meeting Minutes

Location: Don Davis Room, City Hall at St. James, 117 West Duval Street, Jacksonville, Fl, 32202

Attendance: Council Member Jimmy Peluso, Council Member Dr. Rahman Johnson, Council Member Ju'Coby Pitman, President and CEO Visit Jacksonville Michael Corrigan, Chief Operating Officer Sarina Wiechens, Chief Marketing Officer Katie Mitura, Executive Director, Duval County Tourist Development Council Carol Brock, Administrator Brett Fine, Brittany Norris Inter-governmental Liaison- Mayor's Administration, Executive Director of the Office of Sports Entertainment Alex Alston, Executive Council Assistant Andrew Powers, Executive Council Assistant Cory Armstrong, Executive Council Assistant Brooks Dame, see sign-in sheet for full attendance.

Meeting Convened: 3:05 p.m.

Discussion:

Council Member Jimmy Peluso and Council Member Dr. Rahman Johnson thanked the audience for their attendance. Attendees introduced themselves. Council Member Dr. Johnson thanked Director Alex Alston and his team for a very successful Jax Festival.

Council Member Dr. Johnson shared his handouts, a REPORT: Reimagining Tourism Marketing for Jacksonville prepared by: Rahman K. Johnson, Ph.D. in collaboration with Council Colleagues and Cultural Stakeholders and a letter to Mr. Michael Corrigan -President & CEO of Visit Jacksonville. The Council Member's shared their desire to see an increase in visibility in all marketing materials, and the inclusion of Lift Ev'ry Voice and Sing Park, the Ritz Theatre and Museum, Edward Waters University as it is Florida's oldest private college or university, and the Clara White Mission. The attendees discussed that these locations, and others mentioned, were highlighted on the Visit Jacksonville app.

Representatives from Visit Jacksonville confirmed they were open and eager to work with Council Members and the community to continue to improve the newsletter, Visitors Guide, and app pages. The Council Members thanked President Corrigan and his staff.

Public comment from 3 community members included discussion to highlight a greater focus to encourage tourism on the Northside of Jacksonville, which would support commercial activities, restaurants, and small businesses. They noted the rich history of the area and that Jacksonville is the southern terminus of the Gullah Geechee Cultural Heritage Corridor and famous for Jax Style Barbecue (Jenkins Quality Barbecue).

Meeting Adjourned: 3:20 p.m.

Minutes prepared by Brooks Dame, Executive Council Assistant to Council Member Jimmy Peluso. The following items were submitted for public record and can be accessed by contacting the Legislative Services:

05272025 Noticed Meeting CM Peluso CM Dr. Johnson RE Neighborhood Marketing
05272025 Agenda Noticed Meeting CM Peluso CM Dr. Johnson RE Neighborhood Marketing
05272025 Handouts Noticed Meeting CM Peluso CM Dr. Johnson RE Neighborhood Marketing
05272025 Minutes Noticed Meeting CM Peluso CM Dr. Johnson RE Neighborhood Marketing
05272025 Attendance Noticed Meeting CM Peluso CM Dr. Johnson RE Neighborhood Marketing
05272025 Speaker Cards Noticed Meeting CM Peluso CM Dr. Johnson RE Neighborhood Marketing

cc: Jason Teal, Council Secretary/Director
Yvonne P. Mitchell, Chief, Administrative Services Division
Bernadette Smith, Chief, Legislative Services Division
Teresa Eichner, Chief, Public Information
Colleen Hampsey, Chief, Research Division
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