

**OFFICE OF THE CITY COUNCIL**

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**February 13, 2014**

**5:30p.m.**

## Duval County Tourist Development Council

**Policy Subcommittee**

**TDC Minutes**

**February 10, 2014**

**Conference Room A, Fourth Floor, Suite 425**

**City Hall @ St. James**

**Meeting Convened: 10:10a.m.** **Meeting Adjourned: 11:35 a.m.**

**Roll Call:**

Council Member Warren Jones, Chair

Council President Bill Gulliford-Excused

TDC Member Barbara Goodman

TDC Member Fred Pozin

Annette R. Hastings, Executive Director

Janice Billy, Assistant Council Auditor

Kyle Billy, Principal Council Auditor

Phillip Peterson, Council Auditor’s Office

Jim McCain, Asst. General Counsel

Paul Astleford, President, Visit Jacksonville

**Others Present:**

Kimberly Morgan, Visit Jacksonville; Katie Kurycki-, Visit Jacksonville; Polly Govreau, Visit Jacksonville, David Reese, Florida’s First Coast of Golf; Rick Catlett, Gator Bowl Association; Tonisha Gaines, Office of Special Events; Joel Lamp, Office of Sports & Entertainment.

**Call to Order:**

Chairman Warren Jones called the meeting to order at 10:10 a.m., noting the presence of a quorum.

**Purpose of the TDC Policy Subcommittee Meeting**:

Chairman Jones stated Chairman Gulliford had appointed this subcommittee to look into the current funding policy and formalize a revised grant funding policy and bring recommendations back to TDC for discussion. Chairman Jones noted that the purpose of the TDC was to put “heads in beds” and was the primary charge of the TDC.

**Industry Round Table:**

* Paul Astleford, Visit Jacksonville President, said Visit Jacksonville had formed an industry roundtable for the purpose of bringing together partners from the hospitality, meeting professional, and tourism industry. Mr. Astleford asked that Council President Gulliford appoint a TDC representative to be present at the roundtable meeting on February 25, 2014. The group would submit recommendations to the TDC subcommittee regarding future needs of the industry for the consideration of the TDC.
* Other topics put forth for discussion by Visit Jacksonville:
* Bid fees were needed to be competitive in the sporting event market
* Revised grant funding level of accountability and award funding guidelines
* TDC profit sharing in grants

**TDC Grant Applicant:**

* The TDC subcommittee members identified the following classifications of organizations that apply for TDC funding assistance and discussed the applicant returning funds to the TDC if the event is profitable :
* Non-Profit Organization/Not-for-Profit Organization
* For Profit Organization/Third Party
* Type of Event
* Screening Process/Criteria/Qualifying
* Application Documents
  + Articles of Incorporation
  + IRS Letter Tax-Exempt
  + Form 990
  + Budget
  + Hotel Contract & Venue Lease Agreements

**TDC Grant Application Categories:**

* The TDC Subcommittee discussed the criteria and guidelines of the grant application for funding for:
* New Business/ Events
* Seed Money/New Events
* Evergreen Events (Reoccurring Events/Multi Year Funding)
* Sporting Events & Categories
* City Sponsored Events
* City Signature Events
* Multiple Collective Events
* Grandfather Events
* Reduction in Funding Amount/Funding Scale
* Limit on Number of Funding Years

**TDC Funding Criteria Formulas:**

* The TDC Subcommittee reviewed the existing criteria and current policy for funding in the following areas:
* “Heads in Beds” Documentation
* Per Room Night Amount
* Room Night Rebates/Hotels
* Lift in Occupancy/Smith Travel Report
* Number Funding Years/Cap
* Permanent Funding
* The TDC Subcommittee review the existing application criteria evaluation consisting of:
* Room Night Minimum Guarantee (300 room nights)
* Hotel Room Rebate
* Grant Funding Amount
* Marketing & Advertising Plan
* Funds Use
* Funding Sources/Sponsors
* Community Impact
* Type of Event
* Time Year of Event
* Target Audience
* Media Exposure/Jacksonville Product Placement

**TDC Policy Subcommittee Recommendation:**

* Chairman Jones stated that the TDC Policy Subcommittee would hold three more meetings before final recommendations were submitted to the TDC. Meeting topics for future discussion will be:
  + TDC Grants
  + TDC Categories
  + TDC Funding

**Public Comments:**

* Joel Lamp, Sports & Entertainment, brought up the funding criteria for track & field and soccer events that are held in Jacksonville.
* David Reese, Florida’s First Coast of Golf, noted his funding was for destination marketing and did not fall into a current event category.
* Rick Catlett, Gator Bowl Association, spoke on multiply year contract funding, bid packages, and structure changes of the TDC.

**Adjourned:**

There being no further business to discuss, the meeting was adjourned at 11:35a.m.

**The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, please listen to the audio CD.**

**The following items have been submitted for public record. Please contact legislative services for these items**

**Minutes:** Annette R. Hastings-TDC 02/13/14 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 02/13/14

TDC Policy Subcommittee Meeting Notice February 10, 2014

Agenda

Attendance Sign-in Sheet

Visit Jacksonville Hand-out