

**OFFICE OF THE CITY COUNCIL**

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**March 11, 2014**

**5:00p.m.**

## Duval County Tourist Development Council

**Policy Subcommittee**

**TDC Minutes**

**March 6, 2014**

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

**City Hall @ St. James**

**Meeting Convened: 10:09a.m.** **Meeting Adjourned: 11:30 a.m.**

**Roll Call:**

Council Member Warren Jones, Chair

Council President Bill Gulliford

TDC Member Barbara Goodman-Excused

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:**

Laurie Kopstad, Visit Jacksonville; Polly Govreau, Visit Jacksonville; Rick Catlett, Gator Bowl Association; Joel Lamp, Office of Sports & Entertainment.

**Call to Order:**

Chairman Warren Jones called the meeting to order at 10:09 a.m., noting that Ms. Goodman was excused and asked each person present to introduce themselves. The Chairman asked for approval of minutes from February 10, 2014, TDC Policy Subcommittee.

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

Chairman Jones announced that the purpose of this meeting was to recap and review the existing TDC policies and rules for disbursement of grants. The Chair stated that Ms. Tonisha Gaines, Special Events Manager, was unable to attend the meeting to go over the current evaluation application process to award TDC Festival Funds and it would be taken up at the next subcommittee meeting.

**Industry Roundtable Update:**

* Paul Astleford, Visit Jacksonville President, gave an update on Visit Jacksonville Industrial Roundtable held on February 25, 2014. The handout gave an overview of the discussion from the meeting.(see attached pdf file link: [F:\WINWORD\TDC Minutes\TDC Minutes 2013-2014 Gulliford\TDC Policy Subcommittee\Visit Jacksonville Industry Roundtable.pdf](file:///F:\WINWORD\TDC%20Minutes\TDC%20Minutes%202013-2014%20Gulliford\TDC%20Policy%20Subcommittee\Visit%20Jacksonville%20Industry%20Roundtable.pdf)
  + Meeting Industry Standards and Trends
  + Sport Tournament Standards and Trends
  + Industry Input
* Paul Astleford submitted for discussion “***Recommended Criteria for Evaluation of and Awarding of CVB Grant Funds”*** from the Visit Jacksonville Industry Roundtable. Mr. Astleford advocated TDC funding should be focused on what the customer wants and needs. (see attached pdf file link: [F:\WINWORD\TDC Minutes\TDC Minutes 2013-2014 Gulliford\TDC Policy Subcommittee\Visit Jacksonville Criteria for Evaluation CVB Grant Funds.pdf](file:///F:\WINWORD\TDC%20Minutes\TDC%20Minutes%202013-2014%20Gulliford\TDC%20Policy%20Subcommittee\Visit%20Jacksonville%20Criteria%20for%20Evaluation%20CVB%20Grant%20Funds.pdf)
* The committee discussed what changes needed to be made for evaluating grant funding and establishing a policy and criteria in order to provide a level playing field.
* Chairman Jones raised the issue to Mr. Jim McCain, Office of General Counsel, regarding use of TDC funds. Mr. McCain stated the TDC was governed by the Florida Statutes and he would look into the matter and bring back findings at the next TDC Policy Subcommittee.

**TDC Grant Applicant:**

* 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

**Discussion:**

* The committee briefly discussed the current criteria as it related to awarding of grant funds for sports events which would include the youth and amateur sports market.
* Mr. Rick Catlett, Gator Bowl President, explained the direction sports was taking and the formation of a new 501(c)3 organization with a fifteen member board which would include the Mayor, Sports & Entertainment and Chamber of Commerce.
* Ms. Janice Billy, Assistant Council Auditor, reminded the group that there was funding available for “bid fees” from the SMG Events Development Fund.
* Mr. Joel Lamp, Interim Director of Sports and Entertainment, raised the issue that those funds could only be used at SMG facilities.

**The interjection of, and all responses to the noticed topics for the same can be found in detail by clicking on link:**

[**http://www.coj.net/city-council/tourist-development-council/meeting-information.aspx**](http://www.coj.net/city-council/tourist-development-council/meeting-information.aspx) **then click on meeting audio for the March 6, 2014 TDC Policy Subcommittee Meeting**.

**TDC Policy Subcommittee Recommendation:**

* Chairman Jones stated that the TDC Policy Subcommittee would hold 2 additional meetings before final recommendations were submitted to the TDC. Topics to be placed on the agenda for discussion at the next meeting will be:
  + TDC Festival Funding/ Office of Special Events
  + TDC Funding for Office of Sports and Entertainment
  + TDC Funding for Office of Films
  + Codify Practices and Procedures

**Public Comments:**

* Councilman Jones asked if anyone from the public wished to speak. Since there were no speaker cards submitted the public comment section was closed.

**Closing Comments:**

* Councilman Jones stated the next TDC Policy Subcommittee would be held on Thursday, March 27, 2014.

**Adjourned:**

There being no further business to discuss, the meeting was adjourned at 11:30a.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 03/06/14 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 03/11/14

TDC Policy Subcommittee Meeting Notice March 6, 2014

Agenda

Attendance Sign-in Sheet

PowerPoint TDC Workshop Handout

TDC Festival Fund Application

Visit Jacksonville Hand-outs

* + - Visit Jacksonville Industry Roundtable
    - Recommended Criteria for Evaluation Awarding CVB Grant Funds
    - Industry Web Marketing