

**OFFICE OF THE CITY COUNCIL**

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**April 1, 2014**

**5:00 p.m.**

## Duval County Tourist Development Council

**Policy Subcommittee**

**TDC Minutes**

**March 27, 2014**

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

**City Hall @ St. James**

**Meeting Convened: 10:50 a.m.** **Meeting Adjourned: 12:10 p.m.**

**Roll Call:**

Council Member Warren Jones, Chair

Council President Bill Gulliford

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:**

Laurie Kopstad, Visit Jacksonville; Katie Mitura, Visit Jacksonville; Joel Lamp, Office of Sports & Entertainment; Todd Roobin, Office of Film and Television, Lee Moon, Director of Athletics, University of North Florida; David Reese, Florida’s First Coast of Golf; Bill Prescott, Visit Jacksonville, Board Chairman.

**Call to Order:**

Chairman Warren Jones called the meeting to order at 10:50 a.m., and asked each person present to introduce themselves.

**Approval of Minutes:**

The Chairman asked for approval of minutes from March 6, 2014, TDC Policy Subcommittee. A motion was made and seconded to approve the minutes. **Approved 4-0**.

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

Chairman Jones stated the purpose of this meeting was to continue to review the existing TDC policies and rules for disbursement of grants of charge given by this subcommittee by TDC Chairman Gulliford.

**Jim McCain, Assistant General Counsel:**

Chairman Jones asked Mr. McCain to address the Subcommittee on issue raised at the previous meeting and his findings on:

* First item was TDC fund expenditures for food and beverage per Section 106.2013, 106.1202 and 106.1201 of the City of Jacksonville Ordinance Code.
  + The TDC debated and agreed to several changes to the Ordinance Code which would authorize expenditures for food and beverages to Visit Jacksonville.
  + Mr. McCain was asked by Chairman to draw up ‘draft” legislation to be introduced at the request of Council President Gulliford and Council Member Jones to amend Chapter 106 for expenditures for food and beverage approved by the Tourist Development Council.
  + Being no further discussion a motion was made and seconded to approve changes to Chapter 106 of the City of Jacksonville Ordinance Code.
* The second item was TDC Rules of the Council regarding electronic meetings and voting.
  + Florida Sunshine Law prohibits local boards from holding electronic meetings.
  + The requisite numbers of board members must be physically present at a meeting to constitute a quorum.
  + Mr. McCain stated that under decisions of the Attorney General an absent member can participate and vote if a quorum of the TDC is physically present at the public meeting site and the board determines that the member’s absence is due to extraordinary circumstances such as illness.
  + Being no future discussion a motion and was made and seconded to adopt changes in the TDC Rules of Council allowing an absent member to vote under the circumstance set forth such as illness.

**TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to recommend changes to the Section 106 of the Ordinance Code to allow TDC funds to be used for food and beverage. **Approved 4-0.**

**TDC Policy Subcommittee Recommendations:**

A motion was made and seconded to make changes to the Duval County Tourist Development Rules allowing an absent member to vote under the circumstance set forth such as illness. **Approved 4-0**

**Joel Lamp, Interim Director, Sports & Entertainment;**

* Mr. Joel Lamp gave an overview of criteria used to determine city sponsorship of events based on:
  + Economic Impact
  + Quality of Life
  + Building Block
  + Branding
* Mr. Lee Moon, Athletic Director for UNF, brought up the issue of funding for NCAA track and field meetings as an anchor for other track and field events.
* Mr. Todd Roobin, Manager of Film and TV, noted that in the past he had come to the TDC asking for funds for incentives to bring film and TV production to Jacksonville. This was performance based on room nights, branding exposure, and economic impact and would like to be able to apply for funds going forward.
* The TDC discussed how to adopt consistent criteria for funding events that is transparent. This will be a topic of discussion at the next subcommittee meeting.

**Visit Jacksonville Industry Roundtable Recommendations:**

* Paul Astleford, Visit Jacksonville President, distributed a handout with a recommended criteria for evaluation of and awarding TDC grant funds (see pdf attachment). The TDC will review and discuss the subject at the next subcommittee meeting.

**Public Comments:**

* 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, April 10, 2014.

**Adjourned:**

There being no further business to discuss, the meeting was adjourned at 12:10 p.m.

**The written minutes for this meeting are only an overview of what was discussed and not a verbatim transcript of this meeting**

**The interjection of, and all responses to the 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 27, 2014 TDC Policy Subcommittee Meeting**

**The following items are on file in City Council Legislative Service Division, 117 West Duval Street, Fourth Floor, and Suite #430**

**Minutes:** Annette R. Hastings-TDC 03/27/14 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 04/01/14

TDC Policy Subcommittee Meeting Notice March 27, 2014

Agenda

Attendance Sign-in Sheet

Jim McCain OGC, Hand-outs

Visit Jacksonville Hand-outs