

**OFFICE OF THE CITY COUNCIL**

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**April 29, 2014**

**5:00 p.m.**

## Duval County Tourist Development Council

**Policy Subcommittee**

**TDC Minutes**

**April 24, 2014**

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

**City Hall @ St. James**

**Meeting Convened: 10:10 a.m.** **Meeting Adjourned: 12:04 p.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, Assistant General Counsel

Paul Astleford, President, Visit Jacksonville

**Others Present:**

Laurie Kopstad, Visit Jacksonville; Katie Mitura, Visit Jacksonville; Joel Lamp, Office of Sports & Entertainment; Alan Verlander, COO Gator Bowl Sports; David Reese, Florida’s First Coast of Golf; Bob Meyer, Visit Jacksonville; Polly Govreau, Visit Jacksonville; Kimberly Morgan, Visit Jacksonville.

**Call to Order:**

Chairman Warren Jones called the meeting to order at 10:10 a.m., asking each person present to introduce themselves and noted a presence of a quorum for the record.

**Approval of Minutes:**

The Chairman asked for approval of minutes from March 27, 2014, TDC Policy Subcommittee. A motion was made and seconded to approve the minutes. **Approved 3-0**.

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

Chairman Jones stated the purpose of this meeting was to continue to review the existing TDC disbursement of grants and develop a fair and consistent policy. This charge was given to the subcommittee by TDC Chairman Gulliford.

**Paul Astleford, Visit Jacksonville President**

Paul Astleford, Visit Jacksonville President, distributed two substitute handouts to supersede the previous The ***Visit Jacksonville Recommended Criteria for Evaluation of and*** ***Awarding of CVB Grant Funds*** (see Visit Jacksonville attachments) document for discussion.

**Discussion:**

* The subcommittee discussed grants strictly based on room nights generated and reimbursement based on a room night maximum amount of either $5.00 or $6.00 per room night based on the following criteria:
  + Unsolicited requests initiated by customer
* Time of year
* Competition
* Chairman Jones asked Mr. Jim McCain, Assistant General Counsel, for clarification regarding expenditures of the TDC. Mr. McCain referenced the memorandum distributed to the members of the Tourist Development Council stating:

(see attachment Delegations TDC’s Authority)

* An expenditure of tourist development tax revenues pursuant to Section 125.0104, Florida Statutes, must be based on a factual determination by the Tourist Development Council that the activity to be funded directly and primarily promotes tourism. Op. Att’y Gen. 2010-09. “This determination must follow appropriate legislative findings and due consideration of the specific needs and conditions of the particular locality.” Id. Further, this determination is the responsibility of the TDC and cannot be delegated

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

* Mr. Joel Lamp introduced Mr. Alan Verlander, COO Gator Bowl Sports. Mr. Verlander distributed a PowerPoint handout of the new organization “***JAXSPORTS: Promoting Sports a New Way***” and did an overview covering:
  + JAXPORTS is a non-profit organization in partnership with City of Jacksonville, Gator Bowl Sports, JAX Chamber and Visit Jacksonville
  + JAXSPORTS mission reflects Sports Alliance, Community Enhancement and Youth Development
  + Scorecard Evaluation Categories;
    - Economic Impact (Room Nights)
    - Branding Jacksonville (TV Regional vs National)
    - Quality of Life/Community Pride
    - Building Block/Anchor Events
  + JAXPORTS Funding Events
    - Gator Bowl Sports
    - Private Sponsors
    - Florida Sports Foundation
    - TDC (Duval County Tourist Development Council)
    - Sports & Entertainment Trust Fund
    - SMG Event Development Fund
    - Sports & Entertainment Budget

**Discussion:**

* Mr. Lamp and Mr. Verlander discussed with the TDC the revenue restrictions and policies placed on UNF for NCAA track & field event expenses.
* Mr. Pozin expressed concern in the areas of transparency and non-profit and for-profit entities.
* Councilman Jones ask Mr. Verlander with start-up events what length of time would be needed to know if event is sustainable. Mr. Verlander stated based on support and attendance of the event it would be possible to know after three years if the event had long term sustainability.

**TDC Policy Subcommittee Recommendations:**

A motion was made and seconded to recommend a three year limit on funding of new events.

**Approved 3-0**

**TDC Policy Subcommittee Recommendations:**

A motion was made and seconded to recommend that Visit Jacksonville come back to the TDC quarterly for approval of encumbrances out the CVB Grant Fund. **Approved 3-0**

**TDC Policy Subcommittee Recommendations:**

A motion was made and seconded that reimbursement will be based on a room night pick-up at a per room night dollar amount up to a maximum amount as stated in the award letter. The average room night reimbursement is to be $6.00 per room night but can be higher in periods of low occupancy for CVB grants. **Approved 3-0**

**Public Comments:**

* Since there were no speaker cards submitted the public comment section was closed.

**Closing Comments:**

* Councilman Jones stated discussion of reimbursement of non-profit and for-profit will be taken up at the next TDC Policy Subcommittee to be held on Thursday, May 29, 2014, from 2p.m. to 4p.m.

**Adjourned:**

There being no further business to discuss, the meeting was adjourned at 12:05 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 April 24, 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 04/24/14 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 04/29/14

TDC Policy Subcommittee Meeting Notice April 24, 2014

TDC Policy Subcommittee Meeting Minutes March 27, 2014

Agenda

Attendance Sign-in Sheet

Jim McCain OGC, Hand-out

Visit Jacksonville Hand-outs

* Substitute #2
* Substitute #3
* Criteria Evaluation Awarding CVB Grant Funds