

**Draft**

**OFFICE OF THE CITY COUNCIL**

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**June 12, 2014**

**1:00 p.m.**

## Duval County Tourist Development Council

**Policy Subcommittee**

**TDC Minutes**

**June 5, 2014**

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

**City Hall @ St. James**

**Meeting Convened: 10:05 a.m.** **Meeting Adjourned: 11:55p.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, Assistant General Counsel

Paul Astleford, President, Visit Jacksonville

**Others Present:**

Laurie Kopstad, Visit Jacksonville; Polly Gorveau, Visit Jacksonville; David Reese, Florida’s First Coast of Golf; Tonisha Landry-Gaines, Office of Special Events; Rick Catlett, Gator Bowl Sports; Alan Verlander, Executive Director, Jacksonville Sports Council.

**Call to Order:**

Chairman Warren Jones called the meeting to order at 10:05 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 May 29, 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 wrap up meeting and to review recommendations for the subcommittee before bringing before the TDC at a special meeting.

**Rick Catlett, President, Gator Bowl Sports:**

Chairman Jones introduced Mr. Rick Catlett, President of Gator Bowl Sports, who asked to come before the TDC Policy Subcommittee to address the criteria of TDC funding the TaxSlayer.com Gator Bowl and other signature events. Mr. Catlett brought to the table the issues of:

* Signature events critical to image of Jacksonville
* Building tourism destination image
* National and international expose
* Gator Bowl is just not one day event but a week and yearlong event
* Gator Bowl currently was in the first year of a six year TDC binding contract grant for team payout
* Criteria funding for signature events to stand along needed more than three years
* Role of Sports Council partnership with TDC for funding one year events and new signature events
* Chairmanship and membership of TDC

**Discussion:**

* The subcommittee discussed and agreed that a definition of what was deemed a signature event and consideration of TDC funding on a multiple year bases was needed.
* Council President Gulliford, Chairman of the TDC, stated he was continuing the TDC Policy Subcommittee to stay in existence in the overlap to address the issue of signature events and formalize the process, with Councilman Jones continuing a Chairman of the TDC Policy Subcommittee.
* Being no further discussion the subcommittee agreed with the recommendation.

**TDC Policy Subcommittee Recommendation:**

Council President Gulliford, as Chairman of the TDC, made the recommendation that the TDC Policy Subcommittee would stay in existence in the overlap to address the issue of signature and define a process. Councilman Jones would continue as Chairman with TDC member Fred Pozin, and Barbara Goodman serving on the subcommittee. **Approved 4-0.**

**Discussion:**

* Mr. Catlett raised the issue of the turnover of the TDC due to term limits and terms of office.
* Mr. Paul Astleford, Visit Jacksonville, advocated for a recommendation of a mandatory orientation for all new appointments to the Duval County Tourist Development Council.
* Councilman Jones asked the TDC Executive Director to formalize an orientation program for new members.
* A motion was made to recommend a mandatory TDC orientation for new members appointed to the TDC.

**TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to recommend a mandatory orientation for all new members appointed to the TDC. **Approved 4-0**.

**Tonisha Landry-Gaines, Manager, Office of Special Events:**

Chairman Jones introduced Ms. Tonisha Gaines, Manager Office of Special Events, stating he had asked Ms. Gaines to come before the TDC Policy Subcommittee to address the policy of TDC Festival Fund grants. Chairman Jones gave the background on the creation of the TDC Festival Fund for small grants for festival events which did not have a significant number of room nights to qualify for a TDC Grant.

* Ms. Gaines addressed the TDC Policy Subcommittee and a copy of the TDC Festival Fund Application was distributed for review and information. The grants covered any festival event or series of events having an economic impact or an impact on tourism, which has the following characteristics: (see Attachment TDC Festival Fund Application Document )

1. It has growth potential and the grant funds can be useful as ‘seed’ money.
2. The event is celebratory, historical, cultural or multicultural.
3. The event is likely to generate media exposure.
4. The event will be free or available at a nominal fee to the public.
5. The event attracts out-of-town guests to occupy hotel / motel rooms. (New events may receive special consideration).

**Discussion:**

* The policy subcommittee discussed and agreed that TDC Festival Fund grants should be approved by the TDC.
* A recommendation was made that TDC Festival Fund grants could be awarded but pending final approval of the TDC.
* Being no further discussion a motion was made that TDC Festival Funds grants were subject to the final approval of the TDC and TDC Festival Fund grant encumbrances were to be presented at the TDC Quarterly for approval.

**TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to approve the recommendation that TDC Festival Grants encumbrances were to come before the TDC for final approval at the TDC Quarterly meetings. **Approved 4-0.**

**Paul Astleford, Visit Jacksonville President:**

Paul Astleford, Visit Jacksonville President, distributed a handout outlining ***Visit Jacksonville Marketing Requirements for a Group Directly Applying for TDC Funding*** (see Visit Jacksonville attachment document) for discussion and consideration of recommendations.

**Marketing Requirements:**

Marketing Requirements for a Group Directly Applying for TDC Funding

* **Mechanics for grant application:**
* An applicant should meet with Visit Jacksonville to put together a marketing plan for the event and evaluate media/advertising plans
* TDC Application would need to include proof of meeting with Visit Jacksonville
* Visit Jacksonville will be present at all grant presentations to address any additional questions concerning the event’s marketing plan
* **Guidelines for Discussion with Visit Jacksonville Prior to Application;**
  + Make sure that the out-of-market advertising is well thought out and detailed to show the potential broad awareness of the event in out-of-market media.
  + Consider the potential attendees that would come and decide best ways to reach these audiences
  + Consider how far the advertising reach of an event of this type might have. Is this regional? National? International?
  + What is the timeline for marketing this event? Is this event within 90 days? What type of marketing can actually work with the proposed timeline?
  + Once we have evaluated of all of the above, create a plan to figure out the most impactful advertising
  + Visit Jacksonville will assist in measuring the value of the advertising placements for reporting to the TDC using measurements such as:
    - Cost of Advertising
    - Total Impressions
    - Click thru rate (CTR)
    - Clicks on the ad
    - Circulation/Viewers/Listeners
    - Google Analytics/website traffic
    - Ads served
    - Leads provided
    - Engagement (for a video ad)

**Discussion:**

* The subcommittee advocated for a recommendation that the existing TDC Festival Funding Grant Application title be amended to ***Festival Funding Grant Marketing Application*** since the purpose was to market the event**.**
* The subcommittee made the recommendation to adopt the ***Visit Jacksonville Marketing Requirements for a Group Directly Applying for TDC Funding*** as presented.
* Being no further discussion a motion was made to adopt the ***Visit Jacksonville Marketing Requirements for a Group Directly Applying for TDC Funding*** and the title to reflect change of TDC Festival Fund application to ***Festival Funding Grant Marketing Application*.**

**TDC Policy Subcommittee Recommendation:**

* A motion was made and seconded to approve the Visit ***Jacksonville Marketing Requirements for a Group Directly Applying for TDC Funding*** as presented and change the title of TDC Festival Funding Application to ***Festival Funding Grant Marketing Application*.** **Approved 4-0**

**TDC Policy Subcommittee Recommendations Recap:**

1. **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.**

1. **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**

**Amendment: Language change to strike** under the circumstance set forth such as illness **to allow to vote under excusable circumstances with a physical quorum present.**

1. **TDC Policy Subcommittee Recommendations:**

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

**Approved 3-0.**

**Amendment: Add unless formally designated as a “Signature” event at the end of three years.**

1. **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**

1. **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**

**Recommendation: Ktrike not to adopt recommendation #5 but adopt recommendation language of #7**

1. **TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to approve the recommendation that Visit Jacksonville be authorized to award CVB Grants based strictly on room nights generated and that all convention groups including conventions, trade shows, and business meetings, should come through Visit Jacksonville and be awarded at Visit Jacksonville’s discretion based on approved criteria. Approvals and recommendations by Visit Jacksonville are subject to ratification by the TDC, and the award/offer letter will be awarded by the TDC at the recommendation of Visit Jacksonville. Visit Jacksonville will come back to the TDC quarterly for approval of encumbrances out of the CVB Grant Fund and with a report of groups whose applications were turned down and the justifications for the decisions by Visit Jacksonville. **Approved 3-0**

1. **TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to approve the recommendation of Visit Jacksonville that the payout per room night for grants would be a maximum of $6.00 per room night unless it is a justifiable exception. **Approved 3-0**

1. **TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to recommend adding language to the TDC Grant Applications stating the applicant was to disclose all other sources of funding received or potential funding sources. Failure to disclose other funding would result in denying future TDC funding of events. **Approved 3-0**

1. **TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to recommend adding a line item in the TDC Budget FY 2014-2015, effective October 1, 2014, in the amount of $50,000.00 for Visit Jacksonville to have authorization and limited to use for sporting events bid fees. The bid fees would be returned if unsuccessful or transferred to replenish the TDC bid fee budget line item by Visit Jacksonville. **Approved 3-0**

1. **TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to recommend there would be not differentiation between for-profit and non-profit applying for TDC grant funding. **Approved 3-0**

1. **TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to recommend a new TDC grant category for seed money with a three year limit on funding of new events, and require a match in year two and three from an economic development source. The applicant would submit a marketing plan, to be reviewed and approved by Visit Jacksonville, for regional, national, or international marketing.

**Approved 3-0**

**Amendment: With documentation**

1. **TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to give the TDC Executive Director authority that the TDC would not consider any application to be placed on the agenda for presentation and consideration of TDC funding which is not fully completed and submitted by deadline. **Approved 3-0**

**Discussion:**

* Being no further discussion a motion was made to approve amendments to recommendations one through twelve as presented.

**TDC Policy Subcommittee Recommendation:**

A motion was made to approve the amendment changes to TDC Policy Subcommittee recommendations as presented. **Approved 4-0.**

**Public Comments:**

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

**Closing Comments:**

* Ms. Laurie Kopstad, Visit Jacksonville, brought up the issue of methodology of documentation and tracking of room nights by Visit Jacksonville.
* Council President Gulliford stated a special TDC meeting will be called on June 19, 2014, to review recommendation of the TDC Policy Subcommittee.

**Adjourned:**

There being no further business to discuss, the meeting was adjourned at 11:55 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 June 5, 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 06/05/14 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 06/12/14

TDC Policy Subcommittee Meeting Notice June 5, 2014

TDC Policy Subcommittee Meeting Minutes May 29, 2014

Agenda

Attendance Sign-in Sheet

Visit Jacksonville Hand-out “Marketing Requirement”

TDC Festival Fund Application