

**OFFICE OF THE CITY COUNCIL**

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**June 23, 2014**

**5:00p.m.**

## Duval County Tourist Development Council

**Special Meeting**

**TDC Minutes**

**June 19, 2014**

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

**City Hall @ St. James**

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

**Roll Call:**

Council President Bill Gulliford

Council Member Richard Clark-Excused

Council Member Warren Jones-Excused

Sonny Bhikha

Henry Fonde-Excused

Barbara Goodman

M G Orender-Excused

David Potts

Fred Pozin

Annette R. Hastings, Executive Director

Janice Billy, Assistant Council Auditor

Kyle Billy, Principal Council Auditor

Jim McCain, Asst. General Counsel

Paul Astleford, President, Visit Jacksonville

**Others Present:**

Max Marbut, Jacksonville Financial News Daily Record; Katie Mitura, Visit Jacksonville; Laurie Kipstad, Visit Jacksonville; Bob Meyer, Visit Jacksonville; Janice Lowe, Visit Jacksonville Board of Directors; Alan Verlander, COO Gator Bowl Sports.

**Call to Order:**

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

**Purpose of the Special TDC Meeting**:

Chairman Gulliford stated the purpose of this special called TDC meeting was to consider for approval the recommendations of TDC Policy Subcommittee.

**Approval of Minutes**:

The Chairman asked for approval of minutes from May 21, 2014, TDC Meeting. A motion was made and seconded to approve the minutes. **Approved 5-0**.

**TDC Policy Subcommittee Report & TDC Policy Subcommittee Recommendations**

1. **TDC Policy Subcommittee Recommendation:**

Recommend changes to the Section 106 of the Ordinance Code to allow TDC funds to be used for food and beverage. (Draft Legislation Attached)

**Discussion:**

* The TDC members briefly discussed the legislation to be introduced by Council President Gulliford to approve use of TDC funds for food and beverage.
* Being no further discussion **Recommendation # 1** was approved as presented.

1. **TDC Policy Subcommittee Recommendation:**

Recommend changes to the Duval County Tourist Development Rules allowing an absent member to vote under excusable circumstances with a physical quorum present.

**Discussion:**

* Being no discussion **Recommendation #2** was approved as presented.

1. **TDC Policy Subcommittee Recommendation:**

Recommend a three year limit on funding of new events unless formally designated as a “Signature” event at the end of three years.

**Discussion:**

* The TDC discussed and agreed clarification was needed on what defined a “Signature” event.
* Being no further discussion **Recommendation #3** was approved as presented.

1. **TDC Policy Subcommittee Recommendation:**

Recommend that Visit Jacksonville come back to the TDC quarterly for approval of encumbrances out the CVB Grant Fund.

**Discussion:**

* Being no discussion **Recommendation #4** was approved as presented.

1. **TDC Policy Subcommittee Recommendation:**

Recommend 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.

**Discussion:**

* TDC members Mr. Bhikha and Mr. Potts asked for clarification and an overview of the recommendation. It was explained this was a different protocol with new rules and guidelines.
* Being no further discussion **Recommendation # 5** was approved as presented.

1. **TDC Policy Subcommittee Recommendation:**

Recommend that the payout per room night for grants would be a maximum of $6.00 per room night unless it is a justifiable exception.

**Discussion:**

* Mr. Bhikha raised the issue if $6.00 was a reasonable amount. Mr. Astleford explained there would be a limit of $6.00 unless there was justification for an exception for consideration by the TDC.
* Being no further discussion **Recommendation #6** was approved as presented.

1. **TDC Policy Subcommittee Recommendation:**

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.

**Discussion:**

* The TDC discussed and agreed that applicants needed to be more transparent on applications and provide more in-depth budgets.
* Being no further discussion **Recommendation #7** was approved as presented.

1. **TDC Policy Subcommittee Recommendation:**

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.

**Discussion:**

* Mr. Astleford made the recommendation to amend the language and add after line item **for any grant approved by the TDC or Visit Jacksonville.**
* Being no further discussion the recommendation was approved as amended.

**TDC Action:**

A motion was made and seconded to amend and approve **Recommendation # 8** and insert the additional language **for any grant approved by the TDC or Visit Jacksonville.**

**Approved 5-0**

1. **TDC Policy Subcommittee Recommendation:**

Recommend there would be no differentiation between for-profit and non-profit applying for TDC grant funding.

**Discussion:**

* The TDC members agreed there should be a consistent policy with no difference for for-profit and non-profit groups applying for grants.
* Being no further discussion **Recommendation #9** was approved as presented

1. **TDC Policy Subcommittee Recommendation:**

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 with documentation.

**Discussion:**

* Ms. Goodman raised the issue that it was still unclear on what the grant categories and definitions were for grants. It was noted this would be taken up by the TDC Policy Subcommittee at a later date.
* Being no further discussion **Recommendation #10** was approved as presented.

1. **TDC Policy Subcommittee Recommendation:**

Recommend 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.

**Discussion:**

* The TDC members advocated for a recommendation that any “special” called TDC meeting other than the regularly scheduled quarterly TDC meetings would require applicants to submit “completed” applications **four business days** prior to a special called meeting in order to be placed on the agenda for consideration
* Being no further discussion the recommendation was approved as amended:

**TDC Action:**

A motion was made and seconded to amend and approve **Recommendation #11** with additional language that applications for any special called TDC meeting, other than the regularly scheduled quarterly TDC meetings, must submit completed applications no later than four business day prior to the special called TDC meeting. **Approved 5-0**

1. **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.

**Discussion:**

* Being no discussion **Recommendation #12** was approved as presented

1. **TDC Policy Subcommittee Recommendation:**

Recommend a mandatory orientation for all new members appointed to the TDC.

**Discussion:**

* The recommendation was made to add mandatory orientation for City Council Members appointed to the TDC**.**
* The TDC discussed and recommended a joint orientation would be presented by the Executive Director of the TDC and a representative of Visit Jacksonville.
  + The executive director orientation would cover TDC policy, procedure, Visit Jacksonville Contract, City Ordinance, Florida Statutes and Sunshine Law.
  + Visit Jacksonville orientation would cover the hospitality industry.
* Being no further discussion the recommendation was approved as amended.

**TDC Action:**

A motion was made and seconded to amend and approve **Recommendation #13** adding mandatory orientation for City Council Members appointed to the TDC and joint orientation would be conducted by the TDC Executive Director and a representative of Visit Jacksonville. **Approved 5-0**

1. **TDC Policy Subcommittee Recommendation:**

Recommend that TDC Festival Grants encumbrances were to come before the TDC for final approval at the TDC Quarterly meetings.

**Discussion:**

* It was explained the reason for this procedure change was to be consistent in the policy of TDC having final approval of all grants.
* Being no further discussion **Recommendation #14** was approved as presented.

1. **TDC Policy Subcommittee Recommendation:**

Recommend changing the title of TDC Festival Funding Application to ***Festival Funding Grant Marketing Application.***

**Discussion:**

* The TDC members briefly discussed the purpose TDC funding was to drive room nights by regional marketing in order to expand outside the market for these events.
* Being no further discussion the **Recommendation #15** was approved as presented.

1. **TDC Policy Subcommittee Recommendation**

Recommend adopting Visit ***Jacksonville Marketing Requirements for a Group Directly Applying for TDC Funding*** as presented. (Attached Visit Jacksonville Document)

***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:**

* Ms. Goodman made the recommendation that under section **Mechanics for grant application** the following changes be made:
  + An applicant shouldmeet with Visit Jacksonville to put together a marketing plan for the event and evaluate media/advertising plans; change and strike the word **should** and replace with must.
  + TDC Application would need to include proof of meeting with Visit Jacksonville, strike the words **would need to** and replace with must.
* Ms. Goodman made the recommendation to add the additional language of applying for TDC funding.
* Being no further discussion a motion was made to approve Recommendation # 16 as amended.

**TDC Action:**

A motion was made and seconded to amend and approve **Recommendation #16** to change language under ***Mechanics for grant application*** and strike the words should and would need to and replace with must and add additional language of applying for TDC funding. **Approved 5-0**

**TDC Action**:

**A motion was made and seconded to approve the TDC Policy Subcommittee Recommendations # 1-16 as amended to be the governing and operating rules of the TDC. Approved 5-0.**

**Closing Comments:**

* Establish TDC Funding Categories and Definitions
* Establish Criteria for TDC Festival Funds
* Ordinance Code change for two year term of TDC Chairman
* Rules Committee policy change for attendance records requirements

**Public Comments:**

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

**Adjourned:**

* There being no further business to discuss, the meeting was adjourned at 11:09 a.m.

**The written minutes for this meeting are only an overview of what was discussed. For verbatim comments for this meeting, please access web link audio at:**

[**http://www.coj.net/city-council/tourist-development-council/meeting-information.aspx**](http://www.coj.net/city-council/tourist-development-council/meeting-information.aspx)

**NOTE: “DRAFT” of Minutes from TDC meeting of June 19, 2014 to be approved at TDC Quarterly Meeting August 14, 2014.**

**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 06/19/14 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 06/23/14

TDC Meeting Notice June 19, 2014

Agenda

Sign-in Sheet

TDC Policy Subcommittee Recommendations

TDC Minutes May 21, 2014

Draft Ordinance