

**OFFICE OF THE CITY COUNCIL**

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**March 13, 2015**

**5:00 p.m.**

## Duval County Tourist Development Council

**Policy Subcommittee**

**TDC Minutes**

**February 12, 2015**

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

**City Hall @ St. James**

**Meeting Convened: 2:05 p.m.** **Meeting Adjourned: 3:37 p.m.**

**Roll Call:**

Council Member Warren Jones, Chair

TDC Member Barbara Goodman

TDC Member Fred Pozin-Excused

Annette R. Hastings, Executive Director

Kyle Billy, Principal Council Auditor

Phillip Peterson, Council Auditor’s Office

Paul Astleford, President, Visit Jacksonville

**Others Present:**

Laurie Kopstad, Visit Jacksonville; Polly Gorveau, Visit Jacksonville; Katie Mitura, Visit Jacksonville; Rachel Merritt, Information Systems Administrator, City Council; Ron Congdon, GM, Wyndham Riverwalk Hotel; Gino Caliendo, GM, Hyatt Regency Riverwalk.

**Call to Order:**

Chairman Warren Jones called the meeting to order at 2:07 p.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 January 29, 2015, TDC Policy Subcommittee. A motion was made and seconded to approve the minutes. **Approved 2-0**.

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

* Chairman Jones stated at the last meeting on January 29, 2015, he asked Mr. Paul Astleford to bring a presentation regarding updating of the TDC Website for grant application and guidelines for the review of the TDC Policy Subcommittee. The purpose of this meeting is for discussion and consideration of those recommendations.

**Presentation: Paul Astleford, President, Visit Jacksonville:**

* Chairman Jones recognized Paul Astleford, President of Visit Jacksonville, to speak to items placed on the agenda for discussion:
* Mr. Astleford distributed Visit Jacksonville “***Potential Draft Layout for TDC Grants”*** handouts for the information, review and discussion of the TDC Policy Subcommittee.
* Mr. Astleford stated that Ms. Katie Mitura, Director of Marketing and Production Development for Visit Jacksonville and her staff had done the research and asked her to make the presentation.
* Ms. Mitura made the presentation on Duval County Tourist Development (TDC) Website Design Changes covering the following topics for discussion:
  + Potential layout for TDC Grant Introduction Page
  + Duval County Tourist Development Grant Application Guidelines

(Visit Jacksonville Attachment “A” Document)

* + Comparison of Florida’s Individual County TDC Grants

(Visit Jacksonville attachment “B” Document)

* + Three Types of Grant Funds & Definitions

(Visit Jacksonville Attachment “C” Document Handout)

* + Sample Grading Criteria Checklist

(Visit Jacksonville Attachment D Document Handout)

* + Examples of counties define levels of funding
  + Examples of counties that define levels of multiple year funding

**Discussion:**

* Ms. Barbara Goodman raised the issue of clarification on categories of funding and definitions related to:
  + TDC Grants Category
  + TDC Festival Grants Category
  + Visit Jacksonville Grants Category
  + New Events to Jacksonville Defined
  + Signature Events Defined
  + Sporting Events Defined
* The TDC Policy Subcommittee members held an in-depth discussion on the draft materials present. The committee discussed and agreed that further review was needed before making a recommendation to the TDC**.**

**Discussion:**

* Councilman Jones asked that the City Council Auditors and Ms. Hastings to prepare a list of re-occurring events that allocated TDC Grant Funds for the past five years and those events which the TDC has contract commitments for future TDC grant funding.
* Councilman Jones noted that Mr. Rick Catlett of the Gator Bowl Association, Alan Verlander of JaxSports Council, and Joel Lamp of the Office of Sports and Entertainment to be present at the next meeting to discuss funding of sports events.

**TDC Policy Recommendations:**

* Councilman Jones asked that the draft documents proposed by Visit Jacksonville be circulated by e-mail to the other TDC members for their review before being presented and any final recommendations proposed.

**Other Business:**

* Mr. Astleford asked that the following items placed on the agenda for discussion by Visit Jacksonville be addressed at a future TDC meeting.
  + Contract reference to Visit Jacksonville budget line items exceeding 10%
  + Approval process annually for 10% marketing budget
  + Carryover Funds
  + Sports Council Grant Requests 501C-3 Sponsorships
  + Competitive Cities Lodging Tax

**Public Comments:**

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

**Closing Comments:**

* Councilman Jones stated a TDC Policy Subcommittee will be called in March 2015 to continue discussions of the recommendations brought before the TDC Policy Subcommittee by Visit Jacksonville.

**Adjourned:**

There being no further business to discuss, the meeting was adjourned at 11:37 a.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 February 12, 2015 TDC Policy Subcommittee Meeting**

**Draft**

**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 02/12/15 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 03/13/15

TDC Policy Subcommittee Meeting Notice February 12, 2015

Agenda

Attendance Sign-in Sheet

Visit Jacksonville Hand-out (6)

Minutes TDC Policy Subcommittee January 29, 2015