

**OFFICE OF THE CITY COUNCIL**

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**February 9, 2015**

**5:00 p.m.**

## Duval County Tourist Development Council

**Policy Subcommittee**

**TDC Minutes**

**January 29, 2015**

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

**City Hall @ St. James**

**Meeting Convened: 10:13 a.m.** **Meeting Adjourned: 12:03 p.m.**

**Roll Call:**

Council Member Warren Jones, Chair

TDC Member Barbara Goodman

TDC Member Fred Pozin

Annette R. Hastings, Executive Director

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; Katie Mitura, Visit Jacksonville; Bob Meyer, Visit Jacksonville; Alberta Hipps, Jacksonville Equestrian Center; Ron Congdon, General Manager, Wyndham Riverwalk Hotel.

**Call to Order:**

Chairman Warren Jones called the meeting to order at 10:13 a.m., asking each person present to introduce themselves and noted a presence of a quorum for the record. Chairman Jones recognized the presence of Ms. Alberta Hipps, past City Council President and TDC Chairwoman.

**Approval of Minutes:**

The Chairman asked for approval of minutes from June 5, 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 that past TDC Chairman, Bill Gulliford, had appointed the TDC Policy Subcommittee with Councilman Warren Jones, Chair, and TDC Members Barbara Goodman and Fred Pozin. TDC Chairman Yarborough had continued the subcommittee in order to complete its work and report back to full TDC.

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

Chairman Jones recognized Paul Astleford, President of Visit Jacksonville, to speak to the requested items placed on the agenda for discussion:

* + Airport transportation
  + Contract reference to Visit Jacksonville budget line items exceeding 10%
  + Approval process annually for 10% marketing budget
  + Carryover Funds
  + TDC meeting agenda sequence
  + Sports Council Grant Requests 501C-3 Sponsorships
* Mr. Astleford distributed a handout on “*TDC Subcommittee Topics”* (see Visit Jacksonville attachment document) for discussion and consideration of recommendations by the TDC Subcommittee.

**Discussion:**

**Visit Jacksonville Grant Guidelines**

* Mr. Astleford disturbed *“Visit Jacksonville Grant Guidelines”*  for the TDC Policy Subcommittee members review previously approved by the TDC which covered(see Visit Jacksonville attachment document) for discussion :
  + Visit Jacksonville handle all convention requests
  + Grants awarded for marketing and advertising (outside Northeast Florida),audio visual, meeting room rentals fees, transportation from hotel to venue
  + Visit Jacksonville meet with planners prior to hotel contract
  + Maximum grant $6.00 per room night during low demand period
  + Maximum grant $3.00 per room night during high demand periods
  + Visit Jacksonville maximum years for grants 3 years for each group
  + Visit Jacksonville grants paid for verified actual room nights, submission of payment for expenses
  + Signature Events (events that are public)
* Mr. Astleford updated the TDC Policy Subcommittee on the process for conventions requesting marketing grants md asked the TDC to change guidelines to allow Visit Jacksonville/CVB Grant Funds to be used for transportation for shuttle services from Jacksonville International Airport (JIA) to hotel for groups flying in for conventions. He noted that this was a competitive market and other TDC were using this as incentive in the State of Florida.
* Chairman Jones asked Jim McCain, Assistant General Counsel, to address the issue of use of TDC funds. Mr. McCain noted the Attorney General and Florida Statutes stated the primary purpose of use of TDC fund was promotion of tourism.
* It was noted that Jacksonville International Airport (JIA) was twenty-two miles to Jacksonville Downtown area hotels.
* Mr. Astleford was asked to bring back to the next meeting verification of other TDC in the State of Florida who used TDC funds for transportation to airports as an allowable expenditure.
* Being no further discussion a motion was made to approve with verification that CVB grant funds for transportation could be used for group flying in for van or bus shuttle service to and from Jacksonville International Airport to hotels.

**TDC Policy Subcommittee Recommendation:**

A motion was made and seconded to recommend that CVB Grant Funds allowable expenses for transportation of groups flying in would include van or bus service for shuttle services to and from the Jacksonville International Airport to hotels. Visit Jacksonville would provide verification Approved **3-0**

**Discussion:**

**Visit Jacksonville Suggestions for Update of TDC Website Regarding Grants**

* Mr. Astleford distributed “*Visit Jacksonville Suggestions for Update of TDC Website Regarding Grants “* which contained recommendations for updating the current TDC website(see Visit Jacksonville attachment document) for discussion and consideration of recommendations.
* Mr. Astleford asked Ms. Katie Mitura, Director of Marketing and Production Development, Visit Jacksonville, to address the issues.
* Ms. Mitura, Director of Marketing reviewed the handout for suggestions for TDC website as it pertained to applying for TDC and Visit Jacksonville grants covering:
  + Grant Application Tab
  + Grant Application Policies and Procedures
  + Grant Reimbursement Instructions and Forms
  + Applications Guidelines
* The subcommittee had a lengthy discussion on the process of updating the current TDC website to include details written by Visit Jacksonville.
  + Ms. Goodman noted a definition was still needed on what was deemed a signature event and TDC funding on a multiple year bases.
* Chair Jones asked that Kate Mitura bring a presentation for the review of the TDC Policy Subcommittee at the next scheduled meeting.

**Discussion:**

* TDC Agenda Format
* Mr. Astleford made the recommendation the format of the agenda be changed so that Visit Jacksonville was placed ahead of other presentations on the agenda.

**Discussion:**

**Convention Groups and Events Room Night Tracking**

Mr. Astleford distributed hand-out on “*Convention Groups and Events Room Night Tracking”* (see Visit Jacksonville attachment document) for discussion and consideration of recommendations.

* Mr. Astleford noted that Visit Jacksonville was looking for a standardized format for a room night pick-up report with current options for discussion:
  + STR Reports (works well estimate growth over same dates)
  + Hotel Surveys (works well with single hotel events)
  + Meeting Coordinator /Tournament Organizers Room Tracking Forms (not work well with tournaments staying in multiple limit service hotels)
  + Exit Surveys (works well with events and tournaments to get estimate courts by speaking to actual attendees)
  + Ms. Laurie Kopstad, Research and Analytics Manager, Visit Jacksonville, discussed the current methods of documentation, verifying and tracking of room nights by Visit Jacksonville

**Visit Jacksonville Competitive Cities Lodging Tax**

* Mr. Astleford distributed a matrix of “*Competitive Cities Lodging Taxes” stating* that would be discussed at a later meeting regarding the amount of the bed tax and percentage*.*
* The Competitive Cities compared to Jacksonville were:
  + Memphis
  + Birmingham
  + Daytona Beach
  + Savannah
  + Ft. Lauderdale
  + Tampa
  + Louisville

**Other Business:**

**Discussion:**

Ms. Alberta Hipps**,** representing the Jacksonville Equestrian Center (JQC), stated she was here over the concern that limited services hotels in the area were not tracking and accurately reporting room nights for events held at the Equestrian Center. Ms. Hipps asked that a representative of Visit Jacksonville be present at a meeting the Jacksonville Equestrian Center wanted to hold with hotels to discuss the Equestrian Center and importance of accurate pick up numbers and offering competitive hotel rates.

* Mr. Fred Pozin raised the issue of the turnover of the TDC due to term limits and one term of the City Council President serving as Chairman of the TDC. Mr. McCain stated it would require a change in the Ordinance Code for someone else to serve as Chairman of the TDC.
* Ms. Barbara Goodman and Mr. Pozin discussed TDC members’ terms and reappointment process.

**Public Comments:**

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

**Closing Comments:**

* Councilman Jones stated a special TDC meeting will be called on February 12, 2015 to continue discussions of the recommendations brought before the of the TDC Policy Subcommittee by Visit Jacksonville.

**Adjourned:**

There being no further business to discuss, the meeting was adjourned at 12.03 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 January 29, 2015 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 01/29/15 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 02/09/14

TDC Policy Subcommittee Meeting Notice June 5, 2014

Agenda

Attendance Sign-in Sheet

Visit Jacksonville Hand-out (5)