

**OFFICE OF THE CITY COUNCIL**

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**April 3, 2015**

**5:00 p.m.**

## Duval County Tourist Development Council

**Policy Subcommittee**

**TDC Minutes**

**March 26, 2015**

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

**City Hall @ St. James**

**Meeting Convened: 10:11 a.m.** **Meeting Adjourned: 11:54 a.m.**

**Roll Call:**

Council Member Warren Jones, Chair

TDC Member Barbara Goodman

TDC Member Fred Pozin-**Excused**

Annette R. Hastings, Executive Director

Phillip Peterson, Council Auditor’s Office

Jim McCain, Assistant General Counsel

Paul Astleford, President, Visit Jacksonville

**Others Present:**

Laurie Kopstad, Visit Jacksonville; Kimberly Morgan, Visit Jacksonville; Katie Mitura, Visit Jacksonville; Dave Herrell, Sports & Entrainment Officer, Joe Lamp, Sports & Entertainment; Rick Catlett, President, Gator Bowl Sports; Alan Verlander, Executive Director, JaxSports Council; Bill McConnell, General Manager, SMG.**Bi** Manager

**Call to Order:**

Chairman Warren Jones called the meeting to order at 10:11 am., 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 February 12, 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 the purpose of this meeting was for discussion and consideration of recommendations relate TDC funding, policies and guidelines. Any recommendations would be brought back to the TDC at May 21, 2015, for consideration of approval.

**Phillip Peterson, Council Auditors**

* Councilman Jones noted at the last meeting he had asked for 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 asked Mr. Peterson, Council Auditors Office, to address the issue.
* Mr. Peterson distributed the handout of TDC Recurring Grant Funding for review. (Attachment A)

**Discussion:**

* A discussion was held on the purpose of the grant funding which was to generate “heads in beds” for these reoccurring events, the economic impact, how to measure the value of marketing, branding, and what was considered a signature event.
* It was noted that the list of recurring events funded fell into the categories of:
  + sporting events
  + entertainment events
* It was stated that the Florida/Georgia Game had a contract and MOU with the City of Jacksonville.

**TDC Sports & Entertainment & JaxSportsCouncil**

* Councilman Jones explained he had asked Mr. Rick Catlett of the Gator Bowl Association, Alan Verlander of JaxSports Council, and Dave Herrell, and Joel Lamp of the Office of Sports and Entertainment, to be present at this meeting to discuss future funding of sports event.
* The group discussed the direct financial impact sports have on the local economy and how sports markets Jacksonville.
* Mr. Herrell, City of Jacksonville Sports and Entertainment Manager, reminded the group of the importance of investing in the Florida/Georgia game and keeping it in Jacksonville.
* Mr. Catlett, President of Gator Bowl Sports, gave an overview of the history and importance of the Gator Bowl. He noted that that there was an indirect impact of 30 million views and the TV value of the Jacksonville brand.
* The group advocated for coming up with a TDC funding criteria for sports and entertainment.
* Mr. Verlander, Executive Director of the JaxSports Council, explained that the organization plan and strategy was economic development , “heads in beds”, and marketing Jacksonville.
* Mr. McConnell, General Manager of SMG, reminded the group that entertainment was the vehicle driving travel to Jacksonville.
* Ms. Goodman, raised the issue of the Florida/Georgia Weekend previous funding expenditures and recommended that future TDC funding for the event should only be used for marketing and advertising .

**Tourist Development Grant Funding Criteria**

* **Three Types of Grant Funds & Definitions**

1. **TDC Grant Funding New Events for New Events, Signature Events & Sporting Events**

* New Events
  + Multiple days
  + Seed Money first years
  + 500 room nights
* Sporting Events
  + Event Jacksonville Sports Facilities
  + Seed Money first 4 years
  + 500 room nights
* Signature Events
  + TDC committed funding longer first 4 years

1. **Festival Funding**
   * Local event

* Less 500 room nights
* Maximum request $5,000.00 or less

1. **Visit Jacksonville Convention Grants**

* Convention bookings Duval County Hotels
* Restrictions

**Discussion:**

* Ms. Barbara Goodman raised the issue of the need for clarification on categories of funding and definitions.
* Chairman Jones recommended deferring the discussion on funding for sports categories until the next meeting when Mr. Pozin was present.
* The group agreed that sporting events that take place in one of Jacksonville’s sports facilities would not be limited to **City owned venues .**
* It was the recommendation of Mr. McCain, Office of General Counsel, that language be added that sporting and signature events be defined as **events either local or regional**.
* Ms. Goodman made the recommendation that after **four years** action would be taken by the TDC to determine if event was in the signature category or qualified as a signature event.
* Mr. Lamp, Sports and Entertainment, raised the issue of “bid awards” as it related to the process and the window of time for the bid.

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

**TDC Grant Application Guidelines - Draft for Review**

* Chairman Jones recognized Paul Astleford, President of Visit Jacksonville, to speak to Grant Application Guidelines placed on the agenda for discussion.
* Mr. Astleford asked Ms. Katie Mitura, Director of Marketing and Production Development for Visit Jacksonville.
* Ms. Mitura distributed the “draft” document, *Duval County Tourist Development (TDC*) *Grant Application Guidelines*, covering the following table of contents for discussion: (Visit Jacksonville Attachment “ B” Document)

1. Eligible Events
2. TDC Grant Guidelines
3. Tracking Visitor & Event Impact
4. Grant Applications

* Sample Grading Criteria Checklist

1. Presentation
2. Offer/Acceptance
3. Disbursement

**Discussion:**

* The group debated and agreed on the following changes to the draft:
  + II. TDC Grant Guidelines
    - Page 4: change encountered to **encumbered**
    - It was agreed that no changes would be made section addressing awarding grants numbers until the next meeting when the committee would be able to get Mr. Pozin to give his input from the hotel industry perspective.
    - Page 5 # 2 add **All applicants must meet with a representative of Visit Jacksonville (via phone or in person) prior to submitting an application.**
  + III. Tracking Visitors and Event
    - Recommendation that language be added that **STAR Report** could be used as back-up documentation to substantiate room nights subject to TDC approval.
  + IV. Grant Application
    - Page 8 to included **For-Profit and Non-Profit status** of applicant
* The group raised the issue of economic impact and event impact and how this could be measured including media buys.

**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 April (2015) to continue discussion of the recommendations brought before the TDC Policy Subcommittee .
* Mr. Herrell thanked Councilman Jones for having the meeting and advocated the importance of the TDC investment in sporting events.
* Mr. Astleford wanted clarification on the process and procedure for TDC candidate eligibility requirements to fill upcoming vacancies. The recommendation was made for Mr. Astleford to contact Mr. McCain, Assistant Office of General Counsel, or Rachel Merritt, Information Systems Administrator, to answers his questions regarding the reappointment of Ms. Barbara Goodman to the TDC and term limited Council Members presently serving on the TDC.

**Adjourned:**

There being no further business to discuss, the meeting was adjourned at 11:54 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 March 26, 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 03/26/15 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 04/03/15

TDC Policy Subcommittee Meeting Notice March 26, 2015

Agenda

Attendance Sign-in Sheet

TDC Grant Awards Recurring Events Summary

Visit Jacksonville Hand-out (2)

Council Auditor Hand-Out

Minutes TDC Policy Subcommittee February 12, 2015