

**OFFICE OF THE CITY COUNCIL**

**Annette R. Hastings** 117 WEST DUVAL STREET, SUITE 425

TDC EXECUTIVE DIRECTOR 4TH FLOOR, CITY HALL

OFFICE (904) 630-7625 JACKSONVILLE, FLORIDA 32202

FAX (904) 630-2906

E-MAIL: ANNETTEH@coj.net`

**May 12, 2015**

**5:00 p.m.**

## Duval County Tourist Development Council

**Policy Subcommittee**

**TDC Minutes**

**May 7, 2015**

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

**City Hall @ St. James**

**Meeting Convened: 10:03 a.m.** **Meeting Adjourned: 11:30a.m.**

**Roll Call:**

Council Member Warren Jones, Chair

TDC Member Barbara Goodman

TDC Member Fred Pozin

Annette R. Hastings, Executive Director

Kyle Billy, Assistant Council Auditor’s Office

Paul Astleford, President, Visit Jacksonville

**Others Present:**

Laurie Kopstad, Visit Jacksonville; Kimberly Morgan, Visit Jacksonville; Katie Mitura, Visit Jacksonville; Polly Govreau, Visit Jacksonville; Rachel Merritt, City Council, Ron Congdon, General Manager, Wyndham Riverwalk; Burnell Goldman, General Manager, Omni Hotel.

**Call to Order:**

Chairman Warren Jones called the meeting to order at 10:03 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 March 26, 2015, 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 this would be the last meeting of the TDC Policy Subcommittee to discuss changes to the TDC Policy Grant Guidelines. Those recommendations of the Subcommittee will be presented to the TDC on May 21, 2015, for consideration and approval of changes in policies for TDC grant funding.

**TDC Grant Policy Guidelines**

Chairman Jones recognized Paul Astleford, President of Visit Jacksonville, to speak to items placed on the agenda for discussion regarding changes to the TDC policy and guidelines.

* Mr. Astleford asked Ms. Katie Mitura, Director of Marketing and Production Development for Visit Jacksonville, to address the changes discussed.
* Ms. Mitura distributed the “second” draft of Duval County Tourist Development (TDC) Grant Application Guidelines.

(Attachment A Visit Jacksonville ‘Draft” Tourist Development Grant Application Guidelines Document)

**Discussion:**

* A discussion was held on the pros and cons of using the STR Report for verification of room night occupancy and Online Travel Agencies (OTA).
  + Mr. Pozin stated he had a meeting with Mr. Paul Astleford, President of Visit Jacksonville, where this issue had been discussed. Mr. Pozin recommendation was to go through a booking agent with Visit Jacksonville in order to get more accurate room count and offer an incentive amount per room night. Mr. Pozin noted for the record that the STR Report should only be used for City wide events and a percentage of the lift and room nights should be included as part of the motion for a TDC Grant using the STR Report.
  + Mr. Astleford stated that more and more organizations/groups are letting their attendees go through an OTA system but that method is not measurable for verification of room nights.

**Discussion:**

* Ms. Mitura went through the “Draft” Tourist Development Council (TDC) Application and Guideline document page by page for discussion and recommendations.
  + Page 3 counting of room nights
  + Page 4 Awarding TDC Grant based Room Night & Sponsorship Amount
  + Page 4 Not-for-Profit & for Profits Entity Initial Grant Award After Initial Year
* Mr. Pozin recommended that those events that have come year after year for TDC funding and have received commitments for funding for future years must be grandfathered in when the changes in the TDC Application Policy Guidelines go into effect for 2016.
* Mr. Astleford noted that at some point in the future there should be a discussion on setting a maximum amount that an event would be awarded.
* Mr. Pozin recommended changing the language:
  + Page 6 #2 All TDC Applicants who apply for **“Marketing”** must receive approval for grant request through Visit Jacksonville (via phone or in person) prior to submitting an application.
* Mr. Pozin made the recommendation to add **“group block”**
  + Page #7 Room Night Pick-up Certification
* Mr. Pozin made the recommendation the following language be inserted to address the STR Report and a method and minimum criteria be established for proof of numbers. Visit Jacksonville will provide data of three year history from STR Report:
  + Page #7 ads to paragraph: Documentation of the STR Report may be used primarily with City wide events of 2,500 rooms per night and using multiple hotels and may also…
* Mr. Pozin raised the concern of applicants using a third party (City of Jacksonville Sports & Entertainment) to submit an application and how to deal with it.
* Ms. Goodman made the recommendation that a presentation be made to the TDC by the JaxSportsCouncil to understand the plan for future event funding.
  + Page #8 two (2) fully completed hardcopy applications and one electronic copy
  + Page #8 (2) add back IRS Letter of non-profit tax-exempt status, if applicable
  + Page #8 (6) add a **City** of Jacksonville employee
  + Page #11 VI add **Award** Offer/Acceptance
* Mr. Pozin recommended that any additional changes and documentation made by the applicant must be submitted in advance in order for TDC to have time to review.
  + Page # 9 all additional changes to application or additional documents must be submitted no later than **three (3) business days** prior to the TDC scheduled meeting.
* Ms. Goodman noted that on page 10 (V) Presentation… applicant’s oral presentation was to be up to five (5) and wanted to hold to that policy during the initial presentation of applications.
* Being no further discussion a motion was made by Mr. Pozin and seconded by Ms. Goodman to move the document into the record for full approval of the TDC.

**TDC Policy Subcommittee Recommendation:**

A motion was made to approve the recommended changes to the document, titled ***Initial Draft/* *Duval County Tourist Development Council Grant Application Guidelines,*** as presented. **Approved 3-0**

**Three Types of Grant Funds**

Ms. Mitura disbursed the **Initial Draft: Three Types of Grant Funds** for discussion and recommendation of approval on c. Signature Events are defined as:

(Visit Jacksonville Attachment “B” Initial Draft Three Types of Grant Funds Document)

* + ***Signature Events are defined as:***
    - *Events (****local or regional****) that the TDC has committed to fund for longer than the first four years of the event. After four years of the event receiving funding, the TDC must determine if an event will become a signature event or to cease funding the event in the future.*

**Discussion:**

* Mr. Pozin noted there should be a criteria and a hotel room night figure to define and determine what was a Signature Event.
* Ms. Goodman stated she had asked for a definition of a “Signature Events” and how that determination is made to be classified in that category.
* The Subcommittee members debated and agreed that the “Signature Events” definition needed additional clarification and a criteria with which to determine if it qualified in that category for future funding beyond four (4) years.
* It was the recommendation of the TDC Subcommittee that Visit Jacksonville bring back to the full TDC a level of criteria for the TDC to determine what is a signature event.
* Visit Jacksonville will provide a list of events considered “Signature Events” locally or regionally, would not include all City Signature Events but primarily those events which have a history of being funded by the TDC.

**TDC Policy Subcommittee Recommendation:**

It was the recommendation of the TDC Subcommittee that a criteria be defined in order for the TDC to make the determination what was a Signature Event after it had been funded for four (4) years .

**TDC Policy Subcommittee Recommendation:**

It was the recommendation that a presentation be made to the TDC by the JaxSportsCouncil at the next TDC Quarterly Meeting on May 21, 2015, outlining the plans, objectives, criteria, and goals for funding future events by the JaxSportsCouncil and City of Jacksonville Sports & Entertainment.

**Public Comments:**

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

**Closing Comments:**

Councilman Jones stated the TDC Policy Subcommittee had completed its work and would submit to the TDC two action itemsand one recommendation. He thanked everyone for their hard work and participation.

**Adjourned:**

There being no further business to discuss, the meeting was adjourned at 11:30 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 May 7, 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 05/07/15 “Draft” Copy of Minutes/CityC

**Tapes:** Audio CD 1-LSD

**Materials:** Submitted to LSD 05/12/15

TDC Policy Subcommittee Meeting Notice March 26, 2015

Minutes TDC Policy Subcommittee March 26, 2015

Agenda

Attendance Sign-in Sheet

Visit Jacksonville Hand-out (2)

* Attachment A “Initial Draft” Tourist Development Council Application Guidelines
* Attachment B “INITIAL DRAFT**:** Three types of Grant Funds available