

**OFFICE OF THE CITY COUNCIL**

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**MEETING MINUTES**

**TOURIST DEVELOPMENT COUNCIL MEETING**

**Honorable Greg Anderson, TDC Chairman**

**Thursday, May 19, 2016**

**10:00 AM**

**117 West Duval Street**

**City Hall, Fourth Floor**

**Conference Room “A”, Suite 425**

**I. CALL TO ORDER**

**Roll Call**

Honorable Greg Anderson, Board Chairperson

Honorable Lori N. Boyer, Board Vice Chairperson

Honorable Garrett Dennis, Board Member (arr. 10:37 a.m.)

Burnell Goldman, Board Member

Barbara Goodman, Board Member

M. G. Orender, Board Member

Kirit Patidar, Board Member

Craig Smith, Board Member

Jeffrey Truhlar, Board Member-Excused

Dr. Cheryl L Brown, Director – Jacksonville City Council

Annette Hastings, TDC Executive Director

Kyle Billy, Assistant Council Auditor

Phillip Peterson, Council Auditor’s Office

Jim McCain, Assistant General Counsel

Paul Astleford, President & CEO, Visit Jacksonville

**Meeting Convened: 10:05 a.m. Meeting Adjourned: 1:12 p.m.**

**II. APPROVAL OF MINUTES**             February 18, 2016

The minutes of the February 18, 2016 meeting of the TDC were approved as distributed.

**III. Strategic Plan**

**Request for Proposal (RFP)**

Chairman Anderson announced that the Visit Jacksonville contract for marketing services expires in 2017 and the new RFP for that service should be in preparation shortly. M.G. Orender noted that the last RFP process had raised some questions and Mr. Anderson said that the RFP should not be prepared by members of the TDC. The City administration has agreed to prepare the RFP through its Procurement Division.

**Florida Statutes /City of Jacksonville Ordinance Code**

Council Member Boyer distributed copies of a portion of Chapter 666 of the Ordinance Code regarding the City’s Tourist Development Plan and said that research has shown that tourism plans in other counties around the state vary widely in what they fund. The common factor is that the plans are all adopted by the governing body of the county, which then delegates authority to the county TDC to implement the adopted plan. Jacksonville’s plan as adopted in Chapter 666 in 1978 has not been amended since that time, and the specific allocations of funds do not include some of the functions the TDC now performs and the allocations of funding that it has made, such as grants to events. She suggested the need to include a waiver in the FY16-17 budget ordinance to allow the Visit Jacksonville contract to continue to its expiration date despite the fact that some of the services being funded do not comply with the official Tourist Development Plan and for the City Council to amend the Ordinance Code to revise the plan by October when the new budget would go into effect. She recommended that the Council President appoint a special committee to undertake this task. Simultaneously, the plan requires that the TDC make a recommendation to the City Council for expenditure of the TDC funds, which will need to happen in a quick time frame to meet the requirements of the budget process.

Commissioner Goodman suggested a joint City Council/TDC committee or task force. Chairman Anderson and Council Member Boyer noted that would involve Government in the Sunshine Law implications and suggested that a separate TDC committee making a recommendation to the City Council would be a more effective mechanism. That would allow TDC members to communicate directly with City Council members without any Sunshine implications. Chairman Anderson said that a draft budget for expenditure of the TDC funds has been developed as a placeholder pending further input from the TDC. Mr. Anderson will chair a Committee of the Whole of the TDC on May 25th. Staff was asked to prepare a list of the statutorily authorized uses of TDC bed tax revenues, copies of the tourist development plans of other Florida counties and how the TDC funds have been spent over the past 10 years in advance of the meeting.

**IV. Reports**

**Florida First Coast of Golf Quarterly Report……………...David Reese, President**

Mr. Reese said that The Players Championship was a tremendous success. Golf writers and tour operators from several foreign countries were present for the week and hopes are high for increased international golf tourism. Golf play in Jacksonville was up 10% in April, bringing the numbers back to even for calendar year over year. 167,000 golfers produced 227,000 room night bookings.

**TDC Ex-Officio Representative Visit Jacksonville……….. M.G. Orender**

Mr. Orender announced that Visit Jacksonville will be rolling out a new marketing plan very shortly, which may need to be revised given the earlier discussion regarding the potential Ordinance Code change.

**TDC Policy Subcommittee Recommendations ……….Barbara Goodman, Subcommittee Member**

* **Duval County Tourist Development Council Grant Application Guidelines**

Ms. Goodman said that the committee has attempted to standardize the guidelines to the actual practice over the past few years and the document was transmitted electronically to all the members last week. Chairman Anderson said that an amendment will need to be made regarding the Signature Events definition. Dave Herrell, Director of the Office of Sports and Entertainment, reported on a staff meeting held as a result of discussion at the last TDC meeting to formulate a clear definition of a “signature event”. The group came up with 5 criteria of which an event would need to meet 3 to be declared a signature event. Some criteria may be problematic for some events (i.e. funding for at least 4 years continuously is a problem for the Sea and Sky Spectacular, which is only funded by the City every other year). Council Member Boyer recommended that the policy be amended to require funding for 3 rather than 4 years because the 4 year requirement conflicts with another TDC policy regarding phase-out of funding to events over 4 years.

Regarding the 2,500 room night requirement, Mr. Patidar suggested increasing that number to 5,000 to qualify for signature status. Alan Verlander of the Jacksonville Sports Council said that the lower figure was chosen because of the difficulty of tracking room nights booked by the general public related to events. The 2,500 threshold can generally be met by tracking the headquarters hotels for participating teams/artists/direct participants. The TDC voted to increase the threshold from 2,500 to 5,000 room nights per night. Barbara Goodman advocated for restoration of the deleted language regarding a requirement or at least strong recommendation that the event organizer track and report room nights. Rick Catlett of the Gator Bowl Association said that tracking room nights is a perennial problem and urged that the burden not be placed on the event organizer. Unless an event has a registration system that funnels attendees through a centralized reservation system to book rooms, there is no practical way to tie hotel use directly to an event. Ms. Goodman recommended that the independent STR Report of room occupancy be used as an acceptable mechanism for tracking. Mr. Catlett noted that if there are multiple events in town on the same day or weekend (i.e. the Navy/Notre Dame football game the same weekend as the Sea and Sky Spectacular) it is impossible to assign rooms to one event versus the other. Commissioner Smith felt that the five events listed as “signature events” are clearly the City’s biggest permanent events and there was no need to add a further burden to the event organizers. The TDC agreed to leave the room night minimum at 2,500 and to restore the deleted language regarding use of the STR Report as acceptable evidence the number of nights booked.

The group discussed what qualifies as “significant media coverage” in terms of television and social media activity. Mr. Orender felt that the criteria discussed so far set the bar too low for future events to become “signature” events and recommended that the five existing signature events be “grandfathered in” and that more stringent criteria be developed for events that may aspire to “signature” status in the future. Chairman Anderson will work with staff to develop the new event criteria. Ms. Goodman suggested the addition of a requirement that the significant media coverage be outside of the Jacksonville area (50 mile radius). Mr. Anderson will incorporate that thought in the development of new signature events criteria. Ms. Goodman advocated for requiring any new signature events to meet all five criteria rather than just three of five.

Council Member Boyer suggested the need for greater clarity in the definition of “marketing” in the context of approving grants to events and recommended that the Office of General Counsel review the three listed uses of TDC grant funding (marketing and promotion to potential tourists outside of Duval County, venue rental or transportation) to ensure that they comply with allowable uses under state law.

The TDC will take up consideration of the revised draft of the TDC grant application guidelines at its next meeting in August.

**V. TDC FINANCIAL REPORT**

**TDC Financial Report………………………………… Kyle Billy, Assistant Council Auditor**

Mr. Billy reported that bed tax revenue for April 2016 was the highest month ever recorded and the trends are very strong. Occupancy rates and room rates are both up over last year. The revised operating budget as of April 30, 2016 was $7,357,945.09 and the current end-of-month fund balance after all encumbrances is -$279,780.72. When the remaining projected revenue for the year is received and all budgeted expenditures are made, the projected year-end fund balance is $1,856,305.58. Mr. Billy also reviewed the proposed TDC budget for FY16-17 which reflects an increase of $400,000 in bed tax revenue to $6.7 million given the strong trends in occupancy and room rates, which is a conservative estimate (the best case scenario would be $7.1 million based on current trends). The expenditure budget only shows actual contractual obligations and known administrative expenses, leaving the rest in a contingency fund for future allocation.

**• TDC Proposed Budget FY 2016-2017**

Paul Astleford, CEO of Visit Jacksonville, noted that the convention development grants are not reflected in the budget again this year. Ms. Goodman suggested that the $1,789,257 Other Grants category be allocated in more detail. The group agreed that the TDC revenue estimate for FY16-17 should remain at the conservative $6.7 million. It was also tentatively agreed to allocate $200,000 to the CVB Convention Grants line item, $125,000 to the Navy/Notre Dame football game and $148,838 to First Coast of Golf, pending action on the funding request presentations later in the meeting. Council Member Boyer cautioned against becoming too specific in proposing grant allocations pending further investigation of whether such grants are allowable or not pursuant to state law and the Ordinance Code and City Council’s determination of how those funds should be used. The group also tentatively agreed to allocate $60,000 for the Florida/Georgia game, $7,200 for the Florida Truck Roping, $10,000 for Springing the Blues, $20,000 for the Jacksonville Jazz Festival and $20,000 for the P1 Powerboat Grand Prix pending formal action on the requests later in the meeting.

**Legal Reports and Legislative Updates ……………..……………………….James McCain, OGC**

* **Visit Jacksonville Contract Amendment #4**

The TDC authorized development of a fourth amendment to the Visit Jacksonville contract, which is underway.

**VI.   VISIT JACKSONVILLE Report**

**Visit Jacksonville President’s Report……………Paul Astleford, President & CEO**

Mr. Astleford reported that all of the metrics for room occupancy and rates are strongly up. Monica Smith will be starting as the organization’s Vice President of Sales and Marketing. Visit Jacksonville’s expenditures are running under budget in salaries and the $174,000 savings will be reallocated to advertising efforts.

**VII. New TDC Grant Funding Requests**

**PRESENTATIONS**

**1.                    USA Men’s National Soccer Team vs. Trinidad & Tobago 2016**

                        Applicant:                 City of Jacksonville Office of Sports & Entertainment

                        Presenter:                 Dave Herrell, Sports and Entertainment Officer

                       Date:                          September 6, 2016

                        Location:          EverBank Field

                        Amount:                    $100,000.00

                        Room Nights:            Guarantee: 5,000 (@ $20.00 per room night)

                       Projected:     10,000 (@ $10.00 per room night)

                        Room Night Rebate: None

                       TDC Funds Use:       Purchase USA Soccer In-Game Marketing Assets

Dave Herrell said that the World Cup qualifier game against Trinidad and Tobago will be a huge event for Jacksonville with national and international television coverage. Jacksonville will have 3 minutes of field level LED board promotional opportunity for destination marketing purposes. The expected economic impact is $10 million. In response to a question, Bill McConnell, General Manager of SMG in Jacksonville, explained that USA Soccer will bear all the expenses of the stadium game day costs.

**Motion** (Boyer): the TDC allocates $100,000 from the $250,000 TDC contingency fund (pending appropriation by pending Ordinance 2016-298), subject to City Council approving a waiver of the Tourist Development Plan –

Ms. Goodman questioned whether the allocation of TDC funds to the previous U.S. Men’s National Soccer Team friendly match against Nigeria should count as a previous appropriation to the team that would require a 50% reduction in the funding for this event. She also suggested the need for a firm guarantee of Jacksonville mentions during the broadcasts sufficient to warrant the $100,000 investment.

**Motion** (Patidar): change the allocation from a room nights guarantee to $100,000 for in-game marketing exposure according to TDC guidelines –

The Boyer motion as amended by the Patidar motion was **approved unanimously**.

**2.                     TaxSlayer.com Gator Bowl 2016-2017**

                        Applicant:                 Gator Bowl Sports

                        Presenter:                   Richard M. Catlett, President/CEO Gator Bowl Sports

                        Date:                           December 26, 2016-January 1, 2017

Location:                   EverBank Field

Grant Amount:        $440,000.00

Room Nights:            Projected:    25,000

Room Night Rebate: None

                       Funds Use:                 Supplement Participating Team Payouts

**Motion** (Goldman)**:** approve allocation of $440,000 in FY16/17 subject to approval by City Council of a waiver of the Tourist Development Plan in the FY16/17 budget ordinance – **approved unanimously**.

**3.                     Navy-Notre Dame Football Game-2016**

                        Applicant:                 JAXSPORTS Council

                        Presenter:                   Richard M. Catlett, President/CEO Gator Bowl Sports

                         Date:                           November 3-6, 2016

Location:                   EverBank Field

Grant Amount:        $125,000.00

Room Nights:            Projected:    20,000

Room Night Rebate: None

                       Funds Use:                 Supplement Participating Team Payouts

Rick Catlett, CEO of Gator Bowl Sports, explained that the TDC allocated $125,000 to the game in the FY15-16 budget and this would be an additional allocation toward that game.

**Motion** (Patidar): allocate $125,000 in FY16/17 subject to City Council approval of a waiver of the Tourist Development Plan in the FY16/17 budget ordinance – **approved unanimously.**

Mr. Catlett reported that with regard to the SEC Women’s Basketball Championship, the hotel stays were very strong.

**4.                     Florida’s First Coast of Golf Marketing Cooperative FY 2016-2017**

                        Applicant:                 Florida’s First Coast of Golf

                        Presenter:                   David W. Reese , President, Florida’s First Coast of Golf

                         Date:                           October 1, 2016-September 30, 2017

Grant Amount:        $148,838.00

Room Nights:            Projected:    81,984

                       Funds Use:                 Advertising/Marketing Programs for Leisure Golf Tourism

Mr. Reese explained that Duval County attracted 57,000 golf tourists and Jacksonville gets almost a $20 return for each dollar expended on golf promotions. Jacksonville gets a bigger percentage return in golf play than its percentage contribution to First Coast Golf. No action was required on the item until the August meeting after year-end close-out.

**(Consent Agenda Items)**

**VIII. Encumbered Requests**

1. **Encumbrances Visit Jacksonville: From Convention Grant**

**Total Encumbrance Request CVB Grant Fun FY 2015-2016 $78,735.00**

**Total Room Nights 25,823**

**Presenter:** Paul Astleford, President & CEO

**Name of Group:** National Auctioneers Association Annual Conference

**CVB Contact:** Karen Townsend

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** July 14-22, 2018

**Room nights:** 2,255 (at $3 per room)

**Estimated Attendance:** 750

**Funds Use:** AV, Room Rental, Group Transportation and/or Reception **Funds to be encumbered:** $6,765

**Economic Impact**: $940,935

**Summary**: Founded in 1949, National Auctioneers Association, NAA, is the world’s largest professional association dedicated to auction professionals. The NAA is a membership-based organization and represents a range of auction professionals who service a variety of industries. The association is dedicated to providing its members with educational programming and resources to help them advance themselves and, in turn, the industry. Members of the NAA abide by a strict Code of Ethics and are connected with an extensive network of auction professionals.

**Name of Group:** Buffalo Soldiers Motorcycles of Jacksonville (BSMC)

**CVB Contact:** Bob Meyer

**Hotel(s) Utilized:** Lexington Hotel & Conference Center Jacksonville Riverwalk

**Date:** February 24-26, 2017

**Room nights:** 365 (at $4.11 per room)

**Estimated Attendance:** 300

**Funds Use:** Marketing and/or Group Transportation

Funds to be encumbered: $1,500

Economic Impact: $130,305

**Summary**: BSMC Jacksonville, Florida is part of the National Association of Buffalo Soldiers and Troopers Motorcycle Club (NABSTMC). NABSTMC is the largest predominately African American motorcycle club in the world with over 95 chapters worldwide. Membership consists of active and retired military as well as other uniformed service personnel.  
  
**Name of Group:** Capella University Doctoral Residency

**CVB Contact:** Karen Townsend

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** November 1-5, 2017

**Room nights:** 1,625 (at $3.08 per room)

**Estimated Attendance:**  670

**Funds Use:** AV, Marketing, Room Rental, Group Transportation, and/or Reception

**Funds to be encumbered:** $5,000

**Economic Impact:** $726,375

**Summary**: Capella University’s Colloquia is a face to face residential learning experience designed to enhance student’s process of acquiring their Doctorate degree.

**Name of Group:** Capella University Master’s Residency

**CVB Contact:** Karen Townsend

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** May 17-26, 2017

**Room nights:** 2,865 (at $3.49 per room)

**Estimated Attendance:**  560

**Funds Use:** AV, Marketing, Room Rental, Group Transportation, and/or Reception

**Funds to be encumbered:** $10,000

**Economic Impact:** $1,280,655

**Summary**: Capella University’s Colloquia is a face to face residential learning experience designed to enhance student’s process of acquiring their Master’s degree.

**Name of Group:** Merck & Co. National Sales Meeting

**CVB Contact:** Josh Hoce

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** January 6-13, 2017

**Room nights:** 2,723 (at $3.67 per room)

**Estimated Attendance:** 700

**Funds Use:** AV, Group Transportation and/or Reception

**Funds to be encumbered:** $10,000

**Economic Impact:** $1,217,181

**Summary**: Annual Sales meeting of the Merck & Co Animal Healthcare Pharmaceutical team.

**Name of Group:** Most Worshipful Union Grand Lodge, Prince Hall Affiliated (MWUGL PHA) Annual Session and Youth Department Grand Session

**CVB Contact:** Bob Meyer

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront, DoubleTree by Hilton Jacksonville Riverfront

**Date:** April 6-14, 2017 **and** June 9-11, 2017

**Room nights:** 2,100 (at $3.50 per room)

**Estimated Attendance:** 1,000

**Funds Use:** Marketing and/or Group Transportation

**Funds to be encumbered:** $7,350

**Economic Impact:** $678,633

**Summary**: The Prince Hall fraternity has over 4,500 lodges worldwide, forming 46 independent jurisdictions with a membership of over 300,000 masons.

**Name of Group:** National Academy for State Health Policy Annual Conference

**CVB Contact:** Josh Hoce

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** August 13-17, 2017

**Room nights:** 1,200 (at $4.10 per room)

**Estimated Attendance:** 600

**Funds Use:** AV, Marketing, Room Rental, Group Transportation and/or Reception

**Funds to be encumbered:** $5,000

**Economic Impact:** $494,100

**Summary**: The National Academy for State Health Policy (NASHP) is an independent academy of state health policymakers. They are dedicated to helping states achieve excellence in health policy and practice. A non-profit and non-partisan organization, NASHP provides a forum for constructive work across branches and agencies of state government on critical health issues.  
  
**Name of Group:** Pershing Rifles Group NATCON

**CVB Contact:** Karen Townsend

**Hotel(s) Utilized:** Lexington Hotel & Conference Center

**Date:** March 8-12, 2017

**Room nights:** 340 (at $2.95 per room)

**Estimated Attendance:** 400

**Funds Use:** Room Rental

**Funds to be encumbered:** $1,000

**Economic Impact:** $131,580

**Summary**: The Pershing Rifles Group serves as the parent corporation of the National Society of Pershing Rifles and its affiliates to include the Pershing Rifles Alumni Association, the CAPERS National Alumni Association, the National Society of Blackjacks and the Blackjacks Alumni Association. Our mission is simple: we exist to encourage, preserve, and develop the ideals of leadership and teamwork espoused by the National Society of Pershing Rifles and its founder, General of the Armies John .J Pershing through its member organizations, to continue the bonds of professional fraternity established by the National Society of Pershing Rifles and National Society of Blackjacks while undergraduate and secondary ROTC cadets, and to overlay a non-profit corporate structure across our member organizations in order to provide benefits to their members and ensure the organization’s financial future.

**Name of Group:** Self Realization Seminar (Dada Bhagwan International Gurupurnima Celebration)

**CVB Contact:** Bob Meyer

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** July 20-29, 2018

**Room nights:** 4,540 (at $3 per room)

**Estimated Attendance:** 2,000

**Funds Use:** AV, Marketing, Room Rental, Group Transportation and/or Reception

**Funds to be encumbered:** $13,620

**Economic Impact:** $2,640,918

**Summary**: Religious conference that provides a Q&A and experience forum for those interested in attaining Self Realization. Self-Realization is a scientific process which reveals a new vision and understanding so that you have: Freedom from worries and fear; Scientific solutions to inner and external conflicts; Smoother relationships; Inner peace; Equanimity amid any circumstances; Eternal happiness; Experience of your true eternal Self; Experience the depths of spirituality while fulfilling your worldly responsibilities.

**Name of Group:** Solution Tree PLC Institutes

**CVB Contact:** Karen Townsend

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** November 8-11, 2016

**Room nights:** 760 (at $4.61 per room)

**Estimated Attendance:** 1,500

**Funds Use:** Group Transportation

**Funds to be encumbered:** $3,500

**Economic Impact:** $294,120

**Summary**: Solution Tree hosts will host the Professional Learning Communities at Work™ Institute at the conference attendees will understand the process that is increasingly recognized as the most powerful strategy for sustained, substantive school improvement. This institute gives you and your team the knowledge and tools to implement this powerful process in your school or district.

**Name of Group:** The United Supreme Council Annual Conventions

**CVB Contact:** Josh Hoce

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** October 4-10-, 2017

**Room nights:** 2,544 (at $1.97 per room)

**Estimated Attendance:** 700

**Funds Use:** AV and/or Group Transportation

**Funds to be encumbered:** $5,000

**Economic Impact:** $984,528

**Summary**: The Scottish Rite organization among African-Americans was the African Grand Council of 1820 in Philadelphia, which was referred to as a Council of Princes of Jerusalem. This Council arose through West Indian migration, for Stephen Morin had propagated the Rite there. The Organization of the King David Supreme Council grew out of the conferring in Philadelphia (1850) of the 33rd Degree by Count DeSaint Laurent (also, Larine) of the Supreme Council of France and the Grand Commander of the Council of Spain on David Leary, the first Black Inspector-General of the Prince Hall Scottish Rite.

**Name of Group:** Special Forces Association

**CVB Contact:** Bob Meyer

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront

**Date:** June 12-19, 2016

**Room nights:** 4,506 (at $2.22 per room)

**Estimated Attendance:**  1200

**Funds Use:** AV, Room Rental, Group Transportation and/or Reception **Funds to be encumbered:** $10,000

**Economic Impact:** $ 1,474,560

**Summary**: The Special Forces International Conference is the largest special operations conference and professional development forum in North America. The Special Forces Association serves as the Voice for the Special Forces Community; Perpetuates Special Forces Traditions and Brotherhood; Advances the Public Image of Special Forces and Promotes the General Welfare of the Special Forces Community.

**Motion** (Patidar): approve all Consent Agenda funding requests with funding from the Convention Development account – **approved unanimously**.

**2**. **FESTIVAL FUNDING ENCUMBRANCES-February 2016-May 2016**

**REQUEST TDC RATIFICATION Total Request $15,000.00**

Presenter:                  Dave Herrell, Director Office Sports & Entertainment

                                              Brent Fine, Manager Office Special Events

**Name of Organization:**Jacksonville Marine Charities, Inc.

**Name of Event:** Jacksonville Greater Kingfish Tournament 2016

**Date of Event:** July 13-23, 2016

**Amount:** $3,000.00

**Use of Funding:** Advertising: Fishing Connection, Angler Magazine, & Coastal Angler Magazine

**Name of Organization:** Meros Academy

**Name of Event:** Go Skate Jax 2016

**Date of Event:** June 17-19, 2016

**Amount:** $3,000.00

**Use of Funding:** Advertising: Low Card Magazine & Facebook Ads

**Name of Organization**:     Christ Church

**Name of Event**:           Freedom Fest Music Festival 2016

**Date of Event**:             June 24-25, 2016

**Amount**:                        $4,000.00

**Use of Funding**:            Advertising and Promotional Materials

**Name of Organization**:     Kingdom Ministries, Inc.

**Name of Event**:        Throwback Fest

**Date of Event**:             August 13, 2016

**Amount**:                        $5,000.00

**Use of Funding**:            Social Media Advertising, Website, Printing and Distribution

Council Member Boyer questioned whether these requested appropriations are allowable as tourism attraction events as they appear to be purely local in scope. Annette Hastings stated that the applicants had been informed during the process that any marketing expense had to be for uses outside of a 50 mile radius from Jacksonville.

**Motion** (Boyer): approve the four festival fund requests with the requirement that the funds be used for marketing outside of a 50 mile radius and that the funding be allocated from the $250,000 appropriation pending before City Council (2016-298) with the waiver of the Tourist Development Plan – **approved unanimously.**

**IX. OTHER BUSINESS**

**TDC Budget**

**Motion** (Patidar): revise the FY16-17 proposed budget to increase the TDC tax revenue from $6.7 million to $7.1 million – **fails 4-4**.

**X.COMMENTS FROM THE PUBLIC**

 Dave Herrell announced that the Jacksonville Jazz Festival is next week with dozens of performers and over 30 hours of music, including a New Orleans-style second line parade on Saturday in Hemming Park.

**XI. CLOSING COMMENTS**

* Next Quarterly Meeting Schedule **for Wednesday, August 17, 2016**

**XII.       ADJOURN**

Jeff Clements, Council Research Division

Posted 5.23.16 9:30 a.m.