

**OFFICE OF THE CITY COUNCIL**

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**MEETING MINUTES**

**TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING**

**Thursday, March 23, 2017**

**2:00 P.M.**

**117 West Duval Street**

**City Hall, Fourth Floor**

**Conference Room A**

**Attendance**

City Council President Lori Boyer, Board Chairperson

City Council Vice President John Crescimbeni, Board Vice Chairperson (arr. 2:07)

City Council Member Greg Anderson, Board Member-**Excused**

Barbara Goodman, Board Member

M. G. Orender, Board Member-**Excused**

Kirit Patidar, Board Member

Craig Smith, Board Member (arr. 2:08)

Jeffrey Truhlar, Board Member

Annette Hastings, TDC Executive Director

Jeff Clements, Chief of Research

Kirk Sherman, Council Auditor

Phillip Peterson, Council Auditor’s Office

Lawsikia Hodges, Deputy General Counsel

**Meeting Convened 2:01 p.m. Meeting Adjourned: 4:31 p.m.**

**Introduction**

Council President Boyer called the meeting to order at 2:01 p.m. and the attendees introduced themselves for the record.

**Approval of Minutes**

Chairwoman Boyer requested amendment of the minutes of the February 16, 2017 TDC Quarterly meeting on p. 5 in the P1 Powerboat Racing grant discussion to reflect that the original motion to approve the $20,000 grant was seconded by Commissioner Anderson and on p. 8 in line 4 in the report by Deputy General Counsel Lawsikia Hodges on the RFP to change the term tourist *marketing* to tourist *bureau*.

Chairwoman Boyer requested amendment of the minutes of the February 23, 2017 TDC Special Meeting on p. 4 in the second line of the discussion of a possible combined tourist bureau and convention promotion and sales RFP to change *tourism promotion* to *tourist bureau*, and on p. 5 in the first line to change *will* to *well*.

**Motion** (Patidar/2nd Truhlar): approve the minutes of the February 16 and 23, 2017 meetings with the amendments proposed above, and approve the minutes of the March 2, 2017 TDC Special Meeting as distributed – **approved unanimously.**

**Public Comments**

None

**Florida’s First Coast of Golf /Dave Reese**

Florida’s First Coast of Golf is completely reworking its golf promotion campaign to highlight Jacksonville as the hub of the region with 4 core strengths – concerts and events, the St. Johns River, the area’s microbrewery scene, and JIA as the transportation hub for the region. Commissioners expressed satisfaction with the reworked campaign and the expandable themes. Council Member Crescimbeni suggested including glasses from multiple breweries (all the members of the Jacksonville Ale Trail) in the photo illustrating the microbrew theme. In response to a question from Chairwoman Boyer, Mr. Reese clarified that the ads presented today will be the dominant content of the ads, with smaller co-op ads for particular courses or other advertisers inset into the overall ad. Council Member Crescimbeni cautioned against adding numerous co-op ads that dilute the impact of the Jacksonville-specific content. Mr. Reese committed to the Jacksonville content representing no less than 70% of the full volume of the ad.

**Motion** (Truhlar/2nd Crescimbeni): approve the content of the First Coast of Golf ad campaign as presented today, with the Jacksonville-specific content comprising no less than 70% of the finished ads – **approved unanimously**.

**Motion** (Goodman/2nd Truhlar): increase TDC funding to First Coast of Golf to $37,209.50 per quarter (increasing by $12,209.50 over the current $25,000) for the remaining 2 quarters of the year, with agreement by First Coast of Golf to allow the TDC to utilize the ad content presented today for TDC advertising purposes – **approved 5-1** (Crescimbeni opposed).

**Jacksonville Jazz Festival 2017/Dave Herrell**

Mr. Herrell, City Sports and Entertainment Officer, presented a revamped marketing package for the 2017 out-of-area marketing plan for the Jazz Festival. 375 VIP packages have been sold thus far, 148 of which have been sold to non-Floridians, which is ahead of the pace for sales last year. The official announcement of the full artist line-up and schedule is coming shortly. Mr. Herrell distributed and discussed the out-of-market marketing plan without the Atlanta airport component requested by the

TDC to be removed at the last meeting. The funding request is being reduced from $60,000 to $54,000 in recognition of the revisions. The new plan has a Pandora radio element to reach jazz fans by radio, including both 30 seconds of audio and on-line click-through content. The new plan also has digital in-app mobile advertising banner ads in the 5 targeted markets driving viewers to the Jazz Festival web site. The anticipation is for 6.8 million total potential impressions. Mr. Herrell said that he has been in communication with Jacksonville Jaguars President Mark Lamping on potential cooperative efforts for the 2018 festival to broaden its scope to include paid concerts at Daily’s Place and potentially the Covered Flex Field to generate revenue for the free portion of the festival. Council Member Crescimbeni urged Mr. Herrell to utilize the Florida’s First Coast of Golf ad campaign presented today in the Jazz Festival’s marketing efforts.

**Motion** (Truhlar/2nd Patidar): reduce the February 23, 2017 grant allocation for the Jazz Festival from $60,000 to $54,000 to reflect the change in the marketing plan as discussed today – **approved unanimously**.

**Player’s Championship golf tournament hospitality**

In response to a question, Visit Jacksonville CEO Paul Astleford reported that the TDC’s $25,000 allocation to the Players Championship will provide a Jacksonville-only hospitality chalet during the tournament, which will host both the City and the TDC.

**Omnibus Tourist Development Plan Request For Proposal/ Greg Pease**

Ms. Boyer said that the revised RFP is approximately 99% completed, but still not quite finalized. She recommended that the commissioners take home the copy distributed today and review it for final revisions and approval at another special meeting next week. The group discussed their availability for special meeting dates next week and the week after; the meeting was scheduled for Monday, April 3rd at 3:30 p.m. The deadline for advertising the RFP for inclusion on the next CSPEC agenda is Tuesday morning, April 4th.

Chairwoman Boyer explained Deputy General Counsel Lawsikia Hodges’ rearrangement of the document which makes sense for contract management purposes, but will make comparison of the new document to the versions reviewed over the past couple of months difficult for the time being.

Chief of Procurement Greg Pease explained the options for grading the RFP responses and choosing the finalists for interviews, including point scales for the 3 components (90 points for written response, 10 points for interview performance) and the possibility for bonus points for offers of enhanced service due to “bundling” efficiencies resulting from being awarded multiple components. Council Member Crescimbeni questioned how the extra bonus points for multiple RFP responses would be aggregated and applied to the multiple responses for grading; he wants to avoid “double-dipping” of extra points giving some respondents an unfair advantage. Mr. Pease reminded the committee that they have the right to award the contract to other than the absolute highest scorer in a category based on a preference for one proposer’s overall body of work. He will distribute to the TDC members a collection of spreadsheets he has developed analyzing a wide variety of scenarios based on single versus multiple proposals, wide variations in scores on the various components versus narrow variations within a category and across categories, etc. Multiple scenarios have been tested and the RFP grading methodology adjusted accordingly to achieve fairness and the best possible outcome.

Lawsikia Hodges explained that the proposal documents are approximately 90% complete with mostly formatting changes left to make, with the exception of the missing extra credit points system just discussed. She walked through the draft document explaining the latest changes she and Mr. Pease have crafted. An attempt has been made to lay out the process very clearly and to explain what elements are applicable to all component responses and what are applicable only to one of the three components (tourist bureau services, tourism marketing services, convention sales and services). Mr. Pease read aloud the new language (not yet included in the written document) relating to the process for awarding bonus points in the multiple categories. Commissioner Patidar noted that the RFP documents should contain the convention grant encumbrances the TDC has already approved for future years that will be service obligations of the selected contractor(s). Ms. Hodges said that those encumbrances are included in the document. Mr. Patidar advocated for inserting a listing of the approved grants into the RFP documents.

In response to a question from Council Member Crescimbeni about whether the citation of minimum funding levels in the City’s Tourist Development Plan for different components could be problematic if TDC revenue declines in a future year, Ms. Hodges responded that the proposal documents all say that future funding is subject to City Council appropriation and fund availability. The group discussed the proposed RFP calendar, the expiration of the current contract at the end of the fiscal year on September 30th and the desire for a contract award in June to provide a potential transition period to a new provider over the course of July, August and September. Chairwoman Boyer said that it would be best to complete both the evaluation of the written documents and the in-person interviews before the end of June when the City Council membership of the TDC will change with the new Council year beginning July 1st. It would be less than ideal for the council members who scored and ranked the written responses to not be the members who interview the finalists and make the award.

**Other Business**

**Request for Proposal (RFP) Grading Committee** – will be discussed at the April 3rd meeting; one TDC representative will serve on the CSPEC committee and will present the average of the scores produced by the other TDC members.

**TDC Grant Reimbursement Payment Requirement Guidelines** – TDC Executive Director Annette Hastings asked for guidance on what counts as sufficient evidence for proof of digital advertising (i.e. Groupon) outside of the required 50 mile radius from Jacksonville. The members were asked to think about what would constitute acceptable proof and whether the Chair should approve the submitted invoice for digital advertising for the Beaches Octoberfest event that had a digital advertising component, but may have been more local than extra-regional.

**TaxSlayerBowl Proof of Performance** - the TDC needs to give thought to how to measure room night bookings, possibly using the STR report. The hoteliers were asked to provide feedback about what the STR report does or does not accurately report that can be taken as sufficient evidence of performance.

Marketing grant applications have been on hold pending further discussion of how to measure room night bookings attributable to specific events.

**Date of Next Special TDC Meeting to Approve RFPs** – April 3rd

**Old Business**

None

**Closing Comments**

None

**Adjourn**

The meeting was adjourned at 4:31 p.m.

\*\*\***Other Items may be added or deferred at discretion of the Chair. \*\*\***

Jeff Clements, Council Research Division

Posted 4.7.17 3:30 p.m.