

**OFFICE OF THE CITY COUNCIL**

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**PRELIMINARY MEETING MINUTES**

**TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING**

**Thursday, April 5, 2017**

**2:30 P.M.**

**City Council Conference Room A**

**Suite 425, City Hall**

**117 West Duval Street**

*These minutes are unofficial until reviewed and approved by the*

*Tourist Development Council at a future meeting*

**Attendance**

City Council President Lori Boyer, Board Chairperson

City Council Vice President John Crescimbeni, Board Vice Chairperson

City Council Member Greg Anderson, Board Member

Barbara Goodman, Board Member-Excused

M. G. Orender, Board Member-Excused

Kirit Patidar, Board Member (arr. 2:54)

Craig Smith, Board Member

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 2:34 p.m. Meeting Adjourned: 4:05 p.m.**

**Introductions**

Chairwoman Boyer convened the meeting and the attendees introduced themselves for the record.

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

**Approval of Omnibus RFP Draft for CSPEC Review & Approval (**including authority of OGC/Procurement to make technical changes, scrivener’s errors changes prior to advertisement)

Deputy General Counsel Lawsikia Hodges reviewed the latest draft of the RFP incorporating most, but not all, of the suggested improvements made over the last couple of days, including the changes that are more substantive than mere scrivener’s errors. Council Member Crescimbeni recommended that the RFP be amended on p. 53 to remove the minimum requirement that a proposer must be licensed to do business in the State of Florida, with the understanding that a successful proposer would have to achieve licensed status before a contract could be awarded. The group agreed to relocate that provision to the appropriate place in the document where contracting provisions are covered. Mr. Crescimbeni also questioned why the travel policy in the convention sales and services prohibits travel outside of North and Central America. Ms. Boyer explained that the committee had previously determined that the convention marketer would likely not be recruiting conventions from outside North and Central America, whereas the leisure tourism marketing entity might very well be marketing the city in Europe and South America. The group decided to limit travel in the tourist bureau function (4.1) to the continental United States and to leave the convention sales and marketing travel restrictions unchanged from the RFP.

With regard to budget submission requirements, Ms. Boyer explained that her intent is that the budget documents should tie very closely to the functional areas covered in the contract (marketing, sales, service, research, etc.), with supplementary information detailing allocations within each functional area (i.e. percentage of marketing funds allocated to digital, print, apps, etc.). The group determined that the language regarding buildings, equipment and overhead costs should be uniform in all three categories. The Office of General Counsel’s intellectual property attorney incorporated several changes, including provisions regarding the ownership of data, trademarks, URLs, service marks and website and social media sites. The City’s name will be the licensee in all cases and will authorize use of its assets by the contractors, which must be returned to the City immediately upon termination of the contracts. Council Member Crescimbeni requested clarification from the intellectual property attorney that the City will own any slogan and ad copy developed by a contractor on the TDC’s behalf. Michael Munz of XXX said that standard policy in the advertising industry is that all work products are the property of the client as soon as payment is made. Ms. Hodges said that the City does not currently have, but needs, an office or entity that manages and oversees the City’s intellectual properties. Mr. Patidar questioned whether the TDC, the Office of General Counsel, or some other entity would be paying for management of the intellectual properties related to TDC activities.

In response to a question from Ms. Hodges about whether the TDC wanted to include a provision regarding oversight of the contractor’s lease arrangements for visitor centers, Ms. Boyer suggested that that the issue could be addressed when the contractor is ready to deal with specific locations. Mr. Crescimbeni posed questions about the format of the “comprehensive listing” of continually updated attractions and events, particularly whether the listings required in the tourist bureau and tourism marketing components are intended to be different lists or the same list. Ms. Boyer said she anticipated that the tourism marketing contractor would be accessing and directing traffic to the listing developed by the tourist bureau contractor. The group agreed to make the RFP clear that the marketing contractor must utilize the event/attraction/shopping/restaurant data collected by the tourist bureau. Council Member Anderson questioned whether the documents needed more specificity with regard to “earned media”; it was determined that

**Motion** (Crescimbeni/2nd Patidar): approve the Omnibus RFP draft for CSPEC review and approval (including authority of OGC/Procurement to make technical changes, scrivener’s errors changes prior to advertisement) – **approved unanimously**.

Mr. Munz asked when the final revised RFP will be available to the public and potentially interested proposers; Mr. Pease said that the document is a public record now and is available on request. It will be on the CSPEC agenda tomorrow and will be posted with the agenda for that body tomorrow.

**Directive regarding CSPEC Certification Letter**

**Designation of TDC Member to assist with Preparation of Non-Mandatory Pre-Proposal Meeting**

All members will serve on the scoring committee unless unavailable for the full scoring and interview process, in which case those members must be excused. Mr. Pease said that all members will receive copies of the proposals and will score them on their own time for compilation and averaging; the days and times of the interviews will be set later, at which time an interview panel will be officially designated according to their availability. In response to a question from Council Member Anderson about whether the individual scoring could be done in a group setting, Mr. Pease strongly discouraged that method so that no member is influenced in his/her scoring by another member’s opinions. He urged members with any questions about intent or need for clarity to pose those questions to the Procurement Division staff for clarification. Ms. Boyer and Mr. Pease explained the scoring and short-listing process and the role of CSPEC, which serves as the transparent forum and an oversight body rather than the scoring entity. CSPEC members can pose questions to the TDC members, seek clarification of issues that may arise, and otherwise facilitate the review and selection process.

**Designation of TDC Member to assist with answering RFP questions during RFP Advertisement Period**

Council President Boyer will serve as the TDC’s officially designated representative.

**Designation of TDC Member Point of Contact for City Procurement as to any RFP issues**

Council President Boyer will serve as the TDC’s official point or contact.

**Other Business**

Council Member Crescimbeni reported that he had just spent a weekend in Savannah and was amazed at the number of tourists flocking the downtown area. Mr. Patidar said that by comparison, Jacksonville is very spread out (not concentrated like Savannah’s downtown), doesn’t have a very usable convention center, doesn’t have a readily identifiable entertainment district, and has many events that are scattered across a huge area.

Ms. Boyer reported that Visit Florida welcome centers do not allow any advertising in their centers except by attractions that are paying members of Visit Florida, which is very problematic. She said that efforts are underway on a variety of fronts to produce videos highlighting the area which are very impressive. Paul Astleford, CEO of Visit Jacksonville, said that Jacksonville and the TDC have never really concentrated on attracting leisure tourists in the way that this current TDC and new RFP are doing.

**Closing Comments**

President Boyer and Mr. Pease thanked the group for all of the hours of time and dedication devoted to the process of crafting a completely new RFP from scratch and praised the quality of the end result. Ms. Boyer thanked Ms. Hodges and Mr. Pease for the tremendous amount of work and expertise they’ve devoted to the process. The group congratulated Council Auditor Kirk Sherman on attending the last TDC meeting before his retirement next week.

**Adjourn**

The meeting was adjourned at 4:05 p.m.

Jeff Clements, Council Research Division

Posted 4.7.17 3:00 p.m.