

**OFFICE OF THE CITY COUNCIL**

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**TOURIST DEVELOPMENT COUNCIL MEETING MINUTES**

**Thursday, November 16, 2017**

**1:00 P.M.**

**117 West Duval Street**

**City Hall, First Floor**

**Lynwood Roberts Room**

**Attendance**

City Council President Anna Lopez Brosche, Board Chairperson

City Council Vice President Aaron Bowman, Board Vice Chairperson - excused

City Council Member Lori N. Boyer, Board Member

Barbara Goodman, Board Member

M. G. Orender, Board Member (arr. 1:13 p.m.)

Kirit Patidar, Board Member

Craig Smith, Board Member - absent

Dawn Southworth, Board Member

Jeffrey Truhlar, Board Member

Annette Hastings, TDC Executive Director

Jeff Clements, Chief of Research

Kim Taylor, Assistant Council Auditor

Phillip Peterson, Council Auditor’s Office

Lawsikia Hodges, Deputy General Counsel

**Meeting Convened 1:03 p.m. Meeting Adjourned: 3:55 p.m.**

Chairwoman Brosche convened the meeting at 1:03 p.m. and the attendees introduced themselves for the record

**Approval of Minutes**

The minutes of the TDC Special Meeting of September 27, 2017 were **approved as distributed.**

**TDC Financial Report**

Phillip Peterson, Principal Auditor, gave the quarterly financial report. Total bed tax revenue collections for FY16-17 were $7,789,636, up 7.94% from the previous year. The September monthly revenue was up 5.02% from 2016 to 2017. The year-end budgetary balance of expenditures and encumbrances over revenues from the revised operating budget was $153,512.58. The Development Account and Contingency Account both ended the year with balances of $1,750,000, representing initial budgets of $500,000 and the mid-year addition of $1,250,000 to each account as transfers from the TDC operating account. Mr. Peterson noted that administrative budget was overspent by $41,285.69, primarily due to billings by the Office of General Counsel and Council Auditor’s Office resulting from workload relating to the RFPs and contracts. Council Member Boyer noted that this overage means that expenditures exceeded the maximum percentage allowable for administrative costs. Some remedial action may need to be taken to meet this budgetary requirement. Council Member Boyer asked that Deputy General Counsel Lawsikia Hodges look into this further. The cash balance at the end of the fiscal year was $1,813,247.73, less encumbrances of $590,971.40 and pending payables of $167,745.72, leaving a year-end fund balance of $1,054,530.61. The Council Auditor’s Office will work with the Accounting Division to have the appropriate amount transferred to the Development Account.

**TDC RFP ESC-0575-17 - Tourist Bureau Plan Services**

Deputy General Counsel Lawsikia Hodges explained that Procurement Division’s Competitive Sealed Proposal Evaluation Committee (CSPEC) had heard and denied the appeal by Bold City Tours of the recommendation to award the tourist bureau contract to Visit Jacksonville.

**Motion** (Patidar/2nd Truhlar): approve the CSPEC’s recommendation to deny the appeal.

**Public Comments**

Reid Penuel, attorney for Bold City Tours, the protestant to CSPEC, said that the company made its proposal on the RFP to attempt to produce a better quality product than was previously being provided to the City by Visit Jacksonville, Inc. He still sees holes in the Visit Jacksonville proposal and felt that the comparison of the two proposals is “apples to oranges” since they are very different. He believes making the contract award to a flawed proposal submitted by the long-time incumbent gives a bad public perception of the TDC and its management of public funds.

The Patidar motion was **approved 7-0**.

**RFP-ESC-0575-17 Tourist Bureau Contract - Next Steps**

Chairwoman Brosche said that the next step is to schedule an interview, which all members should attend, with Visit Jacksonville to discuss the terms of a permanent contract. The interim contract with Visit Jax runs through the end of December. Ms. Hastings will attempt to coordinate the TDC’s Visit Jacksonville contract discussion to meet the time required to make the agenda for an upcoming CSPEC meeting.

**Legislative Items - Lawsikia Hodges, Deputy General Counsel**

**TDC Budget Amendment**: Phillip Peterson reported that the budget approved by the City Council was slightly amended by the TDC after Council passage to add the Florida’s First Coast of Golf allocation to the Marketing component; to take the CVB convention grants out of the Visit Jax allocation to be awarded directly by the TDC; and to add the Players Tourism Cooperative to the Special Event Grants component.

**Motion** (Boyer/2nd Goodman): approve the revised TDC budget as presented and discussed by Mr. Peterson to reflect the changes made by the TDC after City Council passage.

**Public comment** – none

The Boyer motion **approved 7-0**

**Execution of Contracts:** Ms. Hodges reported that all three contracts (Visit Jacksonville Convention Sales and Services contract, Tourism Marketing contract, and interim Tourist Bureau contract) have been executed. She has developed a contract management template to track compliance with contract terms, a copy of which was distributed. The Florida First Coast of Golf Contract for FY 2018 has not yet been executed and work is progressing on the last few outstanding items. Unlike the other contracts, the First Coast of Golf contract does not give the City ownership rights to the intellectual property produced under the contract.

**Special Event and Convention Grant Guidelines:** The TDC is to report back to the City Council on guidelines and criteria for the award of special event and convention grants as required by the ordinance that adopted the latest version of the Tourist Development Plan. The TDC can establish an Advisory Body to assist in the development of those guidelines, which will require action by the TDC as a body (not simply appointment by the Chair as with other subcommittees). Ms. Brosche invited suggestions from the TDC members of potential Advisory Committee members. Mr. Orender noted that former City Council President Warren Jones had led a previous effort that developed the framework and guidelines that are currently used by the TDC. Council Member Boyer suggested several possible representatives from the Jacksonville Sports Council, City Special Events Division, Lodging Industry, etc.

**Application of City Travel Policies to Visit Jax Travel:** Ms. Hodges said that she would meet with Visit Jacksonville representatives before the next TDC meeting to discuss potential revisions to the City’s Travel Policy to address Visit Jacksonville’s specific travel needs, which will require City Council action to revise the standard City policies.

**Trust Fund to Receive Revenues** Ms. Hodges also said that she would be developing legislation for establishment of a Trust Fund to receive donation and sponsorship revenues to the TDC.

**Visit Jacksonville Convention Grant Encumbrances**

**Presenter:** Monica Smith, Vice President of Convention Sales and Services

**Total Encumbrance Request CVB Grant Fund FY 2017-2018: $59,635.00**

**Total Room Nights: 11,567**

**1.** **Name of Group:** North American Energy Markets Association

**Hotel(s) Utilized:** One Ocean Resort & Spa

**Date:** May 1-3, 2018

**Room nights:** 500 (at $5 per room)

**Estimated Attendance:** 100

**Funds Use:** Group Transportation

**Funds to be encumbered:** $2,500.00

**Summary**: The North American Energy Markets Association (NAEMA) is an independent, nonprofit trade association representing entities involved in the marketing of energy or in providing services to the energy industry. Members work together to promote an informed, efficient and open energy marketplace throughout North America. NAEMA has 150 members with operations in 48 states and Canada. NAEMA members own and operate over 500,000 megawatts of generating capacity and serve over 100 million electric and gas customers.

**2. Name of Group:** The Council on Occupational Education

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

**Date:** November 6-9, 2018

**Room nights:** 900 (at $7 per room)

**Estimated Attendance:** 550

**Funds Use:** Reception

**Funds to be encumbered:** $6,300

**Summary**: The Council on Occupational Education (COE) came into existence initially in 1971 as the Commission on Occupational Education Institutions (COEI) of the Southern Association of Colleges and Schools (SACS), a regional accrediting association that serves institutions in an 11-state region. The mission of the Council is “assuring quality and integrity in career and technical education.” The COE 2018 Annual Meeting will also review candidacy for institution accreditations.

3. **Name of Group**: ECRM Select

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

**Date**: February 4-8, 2018

**Room nights**: 2,005 (at $5 per room)

**Estimated Attendance**: 600

**Funds Use**: A/V and Meeting/Venue Room Rental

**Funds to be encumbered**: $10,025.00

**Summary**: The mission of ECRM is to strengthen the business practices of clients by offering unique Efficient Program Planning Sessions (EPPS) that are supported by innovative technology solutions. By making the client base the focal point of ECRM, they quickly identify growing trends and changes that are taking place in the industry. With an ear to the ground they find new and better solutions that can make a difference while continuing to foster a drive for innovation and efficiency in an ever changing environment. ECRM is passionately committed to providing a truly exceptional client experience in a fun and friendly atmosphere and look forward to developing solutions that pave a new path for the consumer packaged goods industry.

**4. Name of Group:** National Association of State Administrators and Supervisors of Private Schools

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

**Date:** April 13-18, 2019

**Room nights:** 490 (at $5 per room)

**Estimated Attendance:** 155

**Funds Use:** A/V and Reception (food and beverage only)

**Funds to be encumbered:** $2,450.00

**Summary**:  The National Association of State Administrators and Supervisors of Private Schools (NASASPS) is non-profit tax-exempt charitable organization whose mission is to improve and promote effective state regulation of private postsecondary education. The following strategic goals have been adopted by NASASPS as it seeks to carry out its mission: act as the national voice for states, provide policy leadership, promote best practices, deliver professional development, create strategic partnerships, and advocate for quality private postsecondary options for students.

**5. Name of Group:** North American Electric Reliability Corporation

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

**Date:** March 5-8, 2018

**Room nights:** 330 (at $5 per room)

**Estimated Attendance:** 200

**Funds Use:** A/V and Reception (food and beverage only)

**Funds to be encumbered:** $1,650.00

**Summary:** The North American Electric Reliability Corporation (NERC) is a not-for-profit international regulatory authority whose mission is to assure the reliability and security of the bulk power system in North America. NERC develops and enforces Reliability Standards; annually assesses seasonal and long‐term reliability; monitors the bulk power system through system awareness; and educates, trains, and certifies industry personnel. NERC’s area of responsibility spans the continental United States, Canada, and the northern portion of Baja California, Mexico. NERC is the electric reliability organization for North America, subject to oversight by the Federal Energy Regulatory Commission and governmental authorities in Canada. NERC’s jurisdiction includes users, owners, and operators of the bulk power system, which serves more than 334 million people.

**6. Name of Group:** Southern Association for College Admission Counseling

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

**Date:** April 17-21, 2020

**Room nights:** 1,115 (at $5 per room)

**Estimated Attendance:** 900

**Funds Use:** A/V and Reception (food and beverage only)

**Funds to be encumbered:** $5,575.00

**Summary**: The Southern Association for College Admission Counseling, a nonprofit, professional association, was founded in 1966 as a chartered affiliate of the National Association for College Admission Counseling ([NACAC](http://www.nacacnet.org/)). Approximately 1,900 members from secondary schools, colleges and universities, and educational consulting firms in Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and the Caribbean work to promote high professional standards in the college admission process by exchanging ideas, sharing common goals and preparing counselors to serve students in the transition from high school to college.

**7. Name of Group:** Buffalo Soldiers Motorcycles of Jacksonville

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

**Date:** July 29- August 4, 2019

**Room nights:** 3,100 (at $5 per room)

**Estimated Attendance:** 1,600

**Funds Use:** A/V andReception (Food and Beverage Only)

**Funds to be encumbered:** $15,500

**Summary**: The NABSTMC is the largest predominately African American motorcycle club in the world, however being an African American is not a requirement to be a member.  The NABSTMC is an international organization with over 95 chapters worldwide.  The members of the club are primarily active and retired military and other uniformed service personnel. Their mission is to educate the public about the rich history of the Buffalo Soldiers by providing presentations and making public appearances.

**8. Name of Group:** Conference of State Bank Supervisors State-Federal Supervisory Forum

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

**Date:** May 7-10, 2018

**Room nights:** 760 (at $5 per room)

**Estimated Attendance:** 200

**Funds Use:** A/V and/or Meeting Room Rental

**Funds to be encumbered:** $3,800

**Summary**: The Conference of State Bank Supervisors (CSBS) is the nationwide organization of banking regulators from all 50 states, American Samoa, the District of Columbia, Guam, Puerto Rico, and the U.S. Virgin Islands. CSBS also provides training to state banking and financial regulators and represents its members before Congress and the federal financial regulatory agencies.

**9. Name of Group:** National Association of Schools of Art and Design

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

**Date:** October 10-18, 2020

**Room nights:** 911 (at $5 per room)

**Estimated Attendance:** 900

**Funds Use:** A/V and Reception (food and beverage only)

**Funds to be encumbered:** $4,555.00

**Summary**: National Association of Schools of Art and Design (NASAD) is an organization of schools, conservatories, colleges, and universities with approximately 360 accredited institutional members. It establishes national standards for undergraduate and graduate degrees and other credentials for art and design and art/design-related disciplines, and provides assistance to institutions and individuals engaged in artistic, scholarly, educational, and other art/design-related endeavors.

**10. Name of Group:** National Catholic Educational Association

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

**Date:** October 18-25, 2018

**Room nights:** 840 (at $5 per room)

**Estimated Attendance:** 300

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

(food & beverage only)

**Funds to be encumbered:** $4,200.00

**Summary**: The National Catholic Educational Association (NCEA) is a professional membership organization that provides leadership, direction, and service to fulfill the evangelizing, catechizing, and teaching mission of the Church. The event they are bringing to Jacksonville is a Leadership Summit.

**11. Name of Group:** US Sailing Association 2019 National Symposium

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

**Date:** January 26-Febuary 4, 2019

**Room nights:** 616 (at $5 per room)

**Estimated Attendance:** 300

**Funds Use:** Reception

**Funds to be encumbered:** $3,080

**Summary**: As the National Governing Body for the sport of sailing, US Sailing’s mission is to provide leadership for the sport of sailing in the United States. The organization works to achieve this mission through a wide range of programs and events, geared towards providing an equal level playing field for all sailors. US Sailing sets the course enabling sailors to enjoy the sport for a lifetime. The National Sailing Programs Symposium (NSPS) is the premier event for sailing education in the United States. NSPS is the only conference of its kind that brings together program directors, instructors, volunteers, parents and industry representatives to share and learn best practices with one another about running, maintaining and improving sailing programs.

Council Member Boyer questioned the rationale for exceeding the standard $5 per room night for the Council on Occupational Education (recommended at $7 per room); Ms. Smith said that the higher rate was recommended for that organization because of direct competition for that business from a city in Tennessee offering the higher rate.

**Motion** (Orender /2nd Boyer): approve the 11 requests at a rate of $5 per room night for each, based on actual room night production

**Public comment** – none

The Orender motion was **approved 7-0**.

**Florida’s First Coast of Golf Quarterly Report - David Reese, President**

Mr. Reese said that the campaigns are underway and the Golf Channel television promotion is being very successful, as is the Holes to Hops campaign. Web is traffic is up 26% year to date. Hurricane Irma put a substantial dent in golfing activity in September.

**Jacksonville Zoo & Garden Presentation – Tony Vecchio, Executive Director**

Mr. Vecchio made a PowerPoint presentation on the Zoo’s tourism and economic impact as the top tourism attraction in North Florida by attendance. The Zoo has improved its facilities and programming tremendously in the past 20 years which has been reflected in skyrocketing attendance (7 record attendance years in a row), with an increasing percentage of those attendees visiting from out-of-town. The Jacksonville Zoo is the only zoo in the country to win the Association of Zoos and Aquariums’ Exhibit of the Year Award twice in a 10-year span. The zoo recently hired a consultant to perform an economic impact study that found that the zoo has a $214 million impact on the local economy, $6.8 million of which is direct out-of-county visitor spending in Jacksonville. The opening of the African Forest exhibit next year is anticipated to produce a 12.6% increase in tourist visitors and $1.4 million in direct and $2.4 million indirect revenue increases. Mr. Vecchio presented the zoo’s request for $1,050,000 for marketing, advertising and events associated with the opening of the innovative new African Forest exhibit to attract tourists from outside the region. Ms. Hodges confirmed that because of the county’s population, the zoo does not qualify to receive capital dollars from the TDC but is eligible for marketing and promotion funding from the TDC’s contingency account if approved by City Council.

Council Member Boyer referenced the last Longwood study that found that the zoo is a huge attraction in Jacksonville, attracting more visitors than most other attraction categories (i.e. museums, art, dance, golf, sports, concerts, etc.). Mr. Vecchio answered several questions from TDC members about the details of the proposed promotional expenditures.

**Motion** (Goodman/2nd Boyer): make a recommendation to City Council to approve allocation of $687,000 from the TDC Contingency Account for support for the Jacksonville Zoo’s marketing and promotion of the new African Forest exhibit ($637,000 for general and event advertising/promotion and $50,000 for an African Forest grand opening event).

Janet Wesley, Director of Marketing and Development for the zoo, explained preliminary plans for an opening event which ideally would be held over the Labor Day weekend in 2018. Ms. Hodges said that a contract would need to be negotiated with the zoo that would spell out in greater detail the specific scope of services and use of the grant funds. In response to a question from Chairwoman Brosche, Mr. Vecchio said that the numbers in the proposal represent the Zoo’s entire marketing budget for FY17-18.

**Motion** (Patidar/2nd Boyer): amend the previous motion to add a proviso that this is a one-time appropriation, not an ongoing pledge of support.

TDC members discussed whether TDC grants are typically used for paying recipients’ staff costs for promotion rather than paid advertising, on-line publicity, etc.

**Public Comment:** None

The Goodman motion as amended was **approved 7-0**.

**TaxSlayer.com Bowl Presentation**

**Event**: TaxSlayer.com Bowl 2017

**Applicant**:   Gator Bowl Sports

**Presenter**: Alan Verlander, Executive Director/Chief Operating Officer

Jacksonville Sports Council

**Date**:  December 26, 2017-December 31, 2017

**Location**:  EverBank Field

**Grant Amount**: $460,000.00

**Room Nights Projected:** 25,000

**Funds Use**:  Supplement Participating Team Payouts

Alan Verlander, Executive Director of the Jacksonville Sports Council, showed the TaxSlayer Bowl’s YouTube promotional video for the 2017 game. He noted that this is the fourth year of a 6-year agreement between the Sports Council and the TDC to promote the bowl game and stated that the financial contribution is solely for the purpose of increasing the team payouts, which draws better teams and thereby bigger crowds. The Lighted Boat Parade will be moved to the evening of the game (December 30th) this year, following the bowl game at noon, a military concert in the afternoon and a bowl gala in the early evening. The hope is that a number of the out-of-town fans will stay for an additional night to attend the boat parade instead of leaving after the game to travel home. Ms. Goodman noted that the application form needs to be corrected to reflect year 4 (not 3) of the agreement and $460,000 (not $440,000). She suggested that when the current agreement with the bowl expires in 2 years, the next agreement provide that TDC funds will be used for promotion and marketing, not team payouts. Mr. Verlander said that the teams under consideration for invitation at the moment are South Carolina and LSU from the Southeastern Conference and Louisville and Virginia Tech from the Atlantic Coast Conference.

**Visit Jacksonville President’s Report**

Katie Mitura, Vice President of Marketing & Communications for Visit Jacksonville, recapped the FY16-17 statistics. Carly Baur, Media Director for The Dalton Agency, reviewed web site traffic for FY16-17, which included notable declines in the first quarter of the year due to a slow start of promotional efforts and a dip in September due to the suspension of marketing in the immediate aftermath of Hurricane Irma. She discussed the relative impact of the various media, channels and markets. Interest from Orlando, New York, Houston, Charlotte, Tampa, Chicago and Dallas all saw strong growth, while Miami was substantially down for the year. Ms. Mitura noted that the earned media value for the fourth quarter seems low, which they believe is a function of the data gathering methodology. The Dalton Agency will be using a different methodology that should be more accurate beginning in the first quarter of the new fiscal year. She announced that Lonely Planet, the noted travel magazine, book and web site publisher, named Jacksonville one of the World’s Top 10 Best Value Destinations, and reviewed a large number of activities from the 5-year marketing plan that are already underway. Traffic at visitor centers increased, as did referrals by the visitor center to area attractions, restaurants, lodging, etc.

Monica Smith, Vice President of Convention Sales & Services for Visit Jacksonville, reported that 75% of bookings and 75% of room night commitments in FY16-17 were from new business that has not previously been to Jacksonville. Staff attended 29 trade shows (8 in Florida, the rest nationally), hosted 4 familiarization trips in FY17-18, conducted 62 destination site visits and 23 planning site visits. Approximately 30% of convention groups answered the Visit Jax satisfaction survey and the agency earned a 4.77 out of 5 satisfaction rating. Visit Jax meets bi-monthly with the SMG convention center management team and the Convention Center Alliance and has quarterly meetings with hotel leaders to discuss group visit bookings. A “Cool Cash” award program is used to attract smaller and short-term meetings, which is funded from the marketing budget. Jacksonville received 3 meeting magazine awards in the past year. Ms. Smith reviewed the convention sales and services goals for FY17-18: generate 85,000 definite room nights, increase room actualization by 5% and generate 50% new clients to market. Visit Jax has begun a medical meetings marketing effort, which looks promising. Council Member Boyer asked Ms. Smith to send the TDC a new document with a clear listing of the targets for the year in a variety of areas and the year-to-date progress toward each of those targets.

In response to a question about why Jacksonville loses business for which it competes, Ms. Smith said that perception of what Jacksonville has to offer is a problem. When they can get meeting planners to visit the city, they are pleasantly surprised by the number of things to see and do, but sometimes location (i.e. walking accessibility from hotels) is problematic. Ms. Boyer asked for information on the negatives that Visit Jax hears from meeting planners so that the City can look at trying to deal with those issues. Ms. Smith said that the most common negative factor her staff hears is the state of the Jacksonville Landing, which is the logical dining and entertainment destination for meeting attendees staying downtown.

Brian Fike, Finance Director for Visit Jax, gave the financial report for FY16-17. The sales convention services budget ended the year with a positive variance of $185,493 on a budget of $2,000,000, a large majority of which was due to under-expenditure in salaries and benefits. The tourism marketing budget ended the year with a positive variance of $50,337 on a budget of $2,505,743, and the tourist bureau budget ended the year with a positive variance of $35,990 on a budget of $315,000.

**Marketing and Tourist Bureau Departments Travel Plan FY 2017-18**

**Motion** (Patidar/2nd Truhlar): approve the Visit Jax Marketing Department travel budget for FY17-18 as presented.

Council Member Boyer expressed reluctance to approve the travel budget without having exact dollar amounts attached to each of the events listed.

**Motion** (Boyer/2nd Truhlar): amend the Patidar motion to approve travel to the 2 January meetings listed and reserve approval of the remaining travel until the next TDC meeting when dollar amounts are attached to each line item.

**Public Comments -** none

The Patidar motion as amended by the Boyer amendment was **approved 7-0**.

Ms. Smith presented Council Member Boyer with a plaque congratulating her on her service as TDC Chair for 2016-17.

**Other Business**

**STR Destination Report Purchase Authorization**

**Motion** (Boyer/2nd Orender): authorize TDC staff to request the Procurement Division to procure the STR Destination Report via a single-source procurement.

**Public Comment –** none

The Boyer motion was **approved 7-0**.

**Policy & Procedure for Use of the Development Account**

Ms. Hastings requested guidance for processing applications for use of the Development Account. Ms. Boyer said that the scope of allowable expenses from that account is very limited by state statute. The City Council makes the decision on use of that fund, but she believes the TDC should have a role in reviewing and commenting on applications for proposed uses made to the City Council.

**Future Meetings**

The next quarterly meeting is scheduled for February 15, 2018. A special meeting will be scheduled in December to take up the Tourist Bureau contract, approval of the remainder of Visit Jax’s travel calendar, and other pending items that may be ready for action at that time.

**New Business**

Council Member Boyer noted that the $150,000 budget for Development and Planning (intended to fund planning studies) was unused and lapsed at the end of the fiscal year into the Development Account Budget Balance. She urged the use of that funding for its intended purposes and requested Visit Jax to propose ideas for its use for worthwhile and needed studies.

Bill Prescott, Chairman of the Visit Jacksonville Board, reported that the board has been taking a close look at the job description and qualifications for the CEO. They hope to have that completed by the end of November, advertise the position in December and begin interviewing candidates in the spring of 2018.

**Public Comment**

Joe Kistil of TISIRI, an offshore reef and diving promotion entity, advocated for better marketing of Northeast Florida’s offshore reef assets and asked for a place on the agenda at a future meeting to make a full-fledged presentation and possibly a funding proposal.

**Adjourn**

The meeting was adjourned at 3:55 p.m.

Jeff Clements, Council Research Division

Posted 11.21.17 11:30 a.m.