

**OFFICE OF THE CITY COUNCIL**

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**TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING MINUTES**

**Thursday, December 14, 2017**

**2:00 P.M.**

**117 West Duval Street**

**City Hall, Fourth Floor**

**Conference Room A**

**I. Call to Order**

**Roll Call**

City Council President Anna Lopez Brosche, Board Chairperson

City Council Vice President Aaron Bowman, Board Vice Chairperson

City Council Member Lori N. Boyer, Board Member

Barbara Goodman, Board Member–Excused

Steven Grossman, Board Member

Kirit Patidar, Board Member-Excused

Craig Smith, Board Member-Excused

Dawn Southworth, Board Member

Jeffrey Truhlar, Board Member-Excused

Annette Hastings, TDC Executive Director

Jeff Clements, Chief of Research

Kim Taylor, Assistant Council Auditor

Phillip Peterson, Principal Council Auditor

Lawsikia Hodges, Deputy General Counsel

**Meeting Convened 2:01 p.m. Meeting Adjourned: 2:42 p.m.**

**II. Introductions**

Chairwoman Brosche convened the meeting at 2:01 and the attendees introduced themselves for the record. She welcomed Steve Grossman, CEO of the Jacksonville Aviation Authority, to his first meeting as a TDC member.

**III. Approval of Minutes**

The minutes of the November 16, 2017 TDC Quarterly Meeting were **approved as distributed 5-0**.

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

The Procurement Division’s Competitive Sealed Proposal Evaluation Committee (CSPEC) met last week to interview the proposer and recommended approval of the award to the highest ranking proposer, Visit Jacksonville, Inc., to provide Tourist Bureau Services.

**Motion** (Boyer/2nd Bowman): approve the CSPEC’s recommendation to award the Tourist Bureau contract to Visit Jacksonville, Inc. -

Council Member Boyer questioned the amount showing in the contract which is not the annual amount the TDC had previously allocated. Phillip Peterson of the Council Auditor’s Office said that the amount is for three-fourths of the first-year budget, with the first quarter budget already having been allocated under the temporary transition contract currently in effect.

**Motion** (Boyer/2nd Bowman): modify the previous motion to authorize the Office of General Counsel to negotiate a contract with Visit Jacksonville consistent with the budget amounts included in Visit Jacksonville’s proposal, the contract to be brought back to the TDC for final approval –

**Public Comments –** none

The second Boyer motion was **approved 5-0.**

The group discussed an extension of the temporary Transition Contract with Visit Jacksonville for Tourist Bureau Services for an additional period beyond its current termination date to allow the transition to the new contract just approved to take place. Commissioner Steve Grossman recommended a 60-day extension to avoid any disruption of service. Council Member Boyer noted that the extension of the transitional contract will have the effect of reducing the ultimate budget amount covered by the final contract with Visit Jacksonville. Ms. Hodges reported that the extension will need to go back through Procurement to approve a single-source contract with the current vendor. She noted that the participation of the full TDC meeting after each step of the process by Procurement to ratify those decisions is causing the procurement process to run slowly, but she anticipates that the final contract will be completed and ready for ratification early in the new year.

**Motion** (Grossman/2nd Boyer): approve an extension of the transitional contract with Visit Jacksonville until the new 3-year contract is approved and executed (not to exceed the last day of February 2018) and request the Procurement Division to approve a single-source award to Visit Jacksonville for that purpose -

**Public Comments –** none

The Grossman motion was **approved 5-0.**

**V. Establishment of Special Events and Convention Grant Guidelines under 2016-599-E**

Chairwoman Brosche described the background of the decision to adopt grant guidelines and announced her decision to appoint an advisory committee to undertake that task and provide recommendations to the TDC. She distributed a draft committee charge document with proposed members and a deadline for final report of February 9, 2018. Ms. Boyer noted that guidelines already exist for making application and processing of requests, but she wants the advisory committee’s charge to clearly be much broader to include policy research about what sorts of events to support and why, how other counties utilize their grants and what sorts of events they try to attract, etc. Ms. Brosche said that she would work with TDC Administrator Annette Hastings and attorney Hodges to revise the wording of the committee charge to reflect that broader policy scope. Council Member Bowman suggested that either a chairperson be designated in the memo or that the charge authorize the advisory group to elect its own chairperson.

**Motion** (Boyer/2nd Bowman): TDC authorizes creation of an advisory body to study and report on guidelines for the use of special event and convention grants; approves the appointment of the 9 members listed in the draft charge memo (plus Maria Mark as a 10th member); and delegates to the TDC Chair the authority to appoint replacement members in the event that any of the 10 approved members cannot serve (provided that at least 5 of the original members listed in the draft committee charge are able to serve) and to designate a chairperson for the body –

**Public Comments** - none

The Boyer motion was **approved 5-0**.

**VI. Legislative Filings - Update**

Ordinance 2017-848 (Funding Jacksonville Zoological Society, Inc.) and Ordinance 2017-850 (TDC Revised Budget Schedule): Ms. Hodges reported that both ordinances have been filed and are in process. Council Member Boyer asked the Council Auditors to review the revised budget and make any suggestions for needed amendments based on the outcome of the Tourist Bureau Services contract previously discussed via 2017-850 in committee rather than filing separate legislation for the purpose.

**VII.  Visit Jacksonville Travel Schedule**

Katie Mitura of Visit Jacksonville distributed a list of Marketing Sales and Service travel schedule changes from the travel document (Marketing Department Travel Plan FY 2017-18) distributed at an earlier meeting, and Monica Smith of Visit Jacksonville distributed a list of Convention Sales and Service travel schedule changes from the travel document (Convention Sales Department Travel Plan FY 2017-2018) distributed at an earlier meeting.

**Motion** (Bowman/2nd Grossman): approve the two revised travel budgets as presented today -

In response to a question from Mr. Grossman about whether Visit Jacksonville could change its travel to listed events without further TDC approval, Ms. Boyer said that they could not until the City Council approves revisions to City travel regulations that address Visit Jacksonville’s particular travel needs. Once new regulations are adopted by Council, they may provide for a mechanism for the agency to make administrative changes to the approved travel plan without further TDC ratification.

**Public Comments – none**

The Bowman motion was **approved 5-0**.

**VIII. Closing Comments**

The TDC will hold a special meeting in January to approve the final Tourist Bureau Services contract and for Visit Jacksonville, Inc. to make a presentation on proposed uses of the Planning and Development allocation of $150,000 for tourism-related studies.

**IX. Adjourn**

The meeting was adjourned at 2:42 p.m.

Jeff Clements, Council Research Division

Posted 12.15.17 9:00 a.m.