

**OFFICE OF THE CITY COUNCIL**

**Annette R. Hastings** 117 WEST DUVAL STREET, SUITE 425

TDC EXECUTIVE DIRECTOR 4TH FLOOR, CITY HALL

OFFICE (904) 630-7625 JACKSONVILLE, FLORIDA 32202

FAX (904) 630-2906

E-MAIL: [ANNETTEH@coj.net`](mailto:ANNETTEH@coj#.net%60)

**TOURIST DEVELOPMENT COUNCIL ADVISORY COMMITTEE**

**MEETING MINUTES**

(These minutes are preliminary until approved at the next TDC Advisory Committee meeting)

**Pegine Echevarria, Chair**

**Wednesday, January 17, 2018**

**2:00 P.M.**

**117 West Duval Street**

**City Hall, Fourth Floor**

**Conference Room A**

**Meeting Convened: 2:01 pm Meeting Adjourned: 3:06 pm**

**I. Call to Order**

Pegine Echevarria, Committee Chairperson

Nicole Chapman-Excused

Barbara Halverstadt-Excused

Maria Hane

Dave Herrell

Bill McConnell-Excused

Maria Mark

Sean Satya-Excused

Monica Smith-Excused

Alan Verlander

Annette Hastings, TDC Executive Director

Colleen Hampsey, Research Assistant

Kim Taylor, Assistant Council Auditor

Phillip Peterson, Principal Council Auditor

Lawsikia Hodges, Deputy General Counsel

**II. Introductions**

Chairwoman Echevarria convened the meeting at 2:01 pm. Ms. Echevarria took a moment to thank Ms. Boyer (not in attendance) and Ms. Hastings for all of their diligent work in forming and staffing the advisory committee. As this was the first meeting for this committee, the attendees introduced themselves for the record and also included a brief biographical summary as to what experience they have had with grant application evaluations.

**III. TDC Advisory Committee Charge/Council President Anna Lopez Brosche, TDC Chair**

There was a review of the committee charge, which identifies the committee’s purpose to create a recommended framework with which the TDC may evaluate special event grant applications.

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

According to Ordinance **2016-599-E,** two categories of grants are available based on the size of/attendance of each event. These categories are designated in the *Ordinance Code*, and are not subject to change by the TDC Advisory Committee.

*(i) Grant awards for attendance of 25,000 tourists or 10,000 room nights or greater. The Tourist Council may award grants for special events designed to attract a minimum of 25,000 tourists to the City, which grant award may not exceed $250,000 for any such event unless currently obligated by contract until such obligation expires; and*

*(ii) Grant awards for attendance of 5,000 tourists or greater for events held at publicly owned venues. The Tourist Council may award grants for special events designed to attract a minimum of 5,000 tourists to the City using publicly owned tourist venues such as the arena, performing arts center, or stadium or at the zoo or eligible museums. Such grant awards may not exceed $100,000 per event.*

**Advisory Committee Responsibilities**

There was discussion regarding the grant application guidelines and the specific factors that should be stipulated for each proposal. Using the current grant application form, the group reviewed the checklist of required documents. In reference to the required IRS Form 990 documentation showing non-profit status, Dave Herrell inquired about the possibility of including for-profit entities as well. Ms. Hodges explained that the profit status of applicants is a TDC policy decision and is not included in the ordinance. If desired, the TDC could opt to expand the grant eligibility to include all organizations, not just non-profits.

The checklist of required documents also asks for the submission of a marketing/advertising plan. The committee agreed that there should be more details added to this requirement which will clearly identify varied types of marketing (print, digital, grassroots, influencer) and how those types will be documented (impression analytics, click through rates etc.) Additionally, the distances/locations of marketing reach (for example, within 150 mile radius from Jacksonville, international, national) should be included in the applicant’s marketing plan.

The committee talked about the possibility of charging an application fee for special event grant applications, which would offset the administrative costs associated with grant management (tasks completed before, during and after the selection process). Such fees would need to be nominal enough so as to not deter applicants, but large enough to actually defray the grant management costs. Annette Hastings, TDC Executive Director, was asked to assess the quantity of her time, and the value of those hours, that she dedicates to the grant process to estimate a fair application fee, if implemented. These application fees may vary based on the size of the grant request amount. One other proposed grant stipulation might be to make the process more competitive among applicants. Currently, the approval rate for grant applications is approximately 90 percent.

Chairwoman Echevarria proposed dividing the committee into two working groups, one for each category of grant funding, to address application evaluation criteria. This will be discussed further at the next meeting. Mr. Herrell proposed the inclusion of evaluation points for the “left-behind” benefits of each event, which could be incorporated into application evaluations. Measuring the social benefit to the city from special events could be a forward thinking, progressive measure which may inspire new groups of applicants who focus on such things.

Before the meeting was adjourned, Lawsikia Hodges, Office of General Counsel, presented a quick review of the Sunshine Laws applicable to committee members’ communications with members of the TDC. All committee correspondences should be directed through Ms. Hastings and members of the committee are not free to discuss related business with TDC members outside of a noticed meeting.

**V. Public Comments**

None

**VI. Closing Comments**

The next TDC Advisory Committee Meeting will be on January 22, 2018 at 1:30 pm.

**VII. Adjourn**

With no further business, Chairwoman Echevarria adjourned the meeting at 3:06 pm.

Minutes: Colleen Hampsey, Council Research

1.18.18