

**OFFICE OF THE CITY COUNCIL**

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**MEETING MINUTES-PRELIMINARY**

**TOURIST DEVELOPMENT COUNCIL ADVISORY COMMITTEE**

**Pegine Echevarria, Chair**

**Monday, February 5, 2018**

**2:30 P.M.**

**117 West Duval Street**

**City Hall, Fourth Floor**

**Conference Room A**

**Meeting Convened: 2:30 pm Meeting Adjourned: 4:07 pm**

**I. Call to Order**

Pegine Echevarria, Chair

Nicole Chapman

Barbara Halverstadt

Maria Hane

Dave Herrell

Bill McConnell

Maria Mark

Sean Satya-Absent

Monica Smith

Alan Verlander

Annette Hastings, TDC Executive Director

Colleen Hampsey, Research Assistant

Kim Taylor, Assistant Council Auditor

Jim McCain, Deputy General Counsel

Attendance: Council President and TDC Chair Anna Lopez Brosche, Barbara Goodman (TDC) and Dawn Southworth (TDC)

For all other attendees please see sign in sheet.

**II. Introductions**

Chairwoman Echevarria convened the meeting at 2:30 pm and all attendees introduced themselves.

**III. Approval Minutes TDC Advisory Committee –January 30, 2018**

The preliminary minutes from the January 30, 2018 meeting were approved without changes.

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

***Special Event grants****.* This component shall authorize the Tourist Council to award special event grants to organizations or persons hosting an event in the City or surrounding areas. Any event funded under this component shall have as one of its primary purposes the attraction of tourists to the City as evidenced by the promotion of such event to tourists. This component shall be limited to the following grants:

(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.

**V.** **Point System Analyze TDC Grant Application**

Event Evaluation Sample Point System:

Reconfiguration Point System Table- Dave Herrell presented an updated version of the point system rubric table, in which the total available points are now 60.

Total tourism impact= 25 max. points; Brand opportunity= 15 max. points; Marketing plan= 10 max. points; Stewardship= 5 max. points; Quality of life impact= 5 max. points.

Total Tourism Impact

Brand Opportunity - Maria Hane shared her ideas for guidelines in the brand opportunity category. Grant applicants will need to present a plan for how their event will promote Jacksonville’s brand and align with the city’s values. Visit Jacksonville is currently reworking the core brand attributes which will be integrated into event marketing.

Marketing/Marketing Overview- Nicole Chapman and Monica Smith- Ms. Smith presented guideline recommendations for the marketing component. Grant applicants will need to include a comprehensive marketing plan, to include who the target audience is and how to reach the audience (traditional means, social media, influencer, website, collaborative relationships). The applicant must also describe their tracking strategy for effectiveness and event attendance, marketing timeline, how the event will promote overnight stays and or other attraction visits, programming details, team background/experience and event budget. The onus for the visitor tracking strategy (pre-event and post-event) is on the grant applicant.

All applicants must have their marketing plan approved by Visit Jacksonville to be considered for grant funding. Ms. Goodman, TDC member, expressed concern about the duplicative steps for TDC members to review marketing plans that have already been approved by Visit Jacksonville. However, Visit Jacksonville will be assessing marketing plans for feasibility while TDC will assess the approved marketing plans for innovativeness and ultimately the tourism impact for the city. Currently, one staff member (Katie Mitura) at Visit Jacksonville is tasked with evaluating applicant marketing plans. It was recommended by the committee that this method be reviewed, so more than one person participates in the marketing plan evaluations.

Stewardship- Bill McConnell presented his ideas for guidelines in the stewardship category. Grant applicants will include details about how the event will utilize and promote public facilities and venues. There were some questions about expanding grant funds to events held at private facilities, which will be discussed with the TDC at the next meeting. Council President Brosche said that such a change would require legislation, which would include language indicating events held at private venues could be funded through the TDC.

Quality of Life impact- Barbara Halverstadt shared her ideas for guidelines in the quality of life category. It could be possible for applicants to score bonus points for holding events in underused venues (hidden gems) or for using local service providers for their events. Grant applicants should include specifics in their applications regarding residual social effects from the event, such as a recycling initiative or the jazz clinic for teens that occurs during the Jazz Festival. The inclusion of social effect awareness (the leave behind) as assessment criteria may diversify the applicant pool to include those who are concerned with such impact.

Issues which have arisen in committee discussions to present to the TDC: Equestrian Center grant management, flexibility for Visit Jacksonville on the $5/room night requirement for convention groups, the use of private facilities for TDC funded events due to space availability or suitability for the specific event.

Chairwoman Echevarria also stated that her recommendation to the TDC will be that in evaluating grant applications, small groups of TDC members will look at one category for all applicants (ex. all marketing portions of all applications) rather than all TDC members looking at all applications in total.

**VI. Public Comments**

None

**VII. Closing Comments**

One final meeting will be necessary so the committee may vote on the grant point scoring system. The next meeting will be on Thursday, February 8, 2018 at 1:00 pm.

**VIII. Adjourn**

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

Minutes: Colleen Hampsey, Council Research

150 Mile

2.6.18