

**OFFICE OF THE CITY COUNCIL**

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**MEETING MINUTES**

**TOURIST DEVELOPMENT COUNCIL ADVISORY COMMITTEE**

**Pegine Echevarria, Chair**

**Thursday, February 8, 2018**

**1:00 P.M.**

**117 West Duval Street**

**City Hall, Fourth Floor**

**Conference Room A**

**Meeting Convened: 1:06 pm Meeting Adjourned: 2:16 pm**

1. **Call to Order**

**TDC Advisory Committee Members**

Pegine Echevarria, Chair

Nicole Chapman

Barbara Halverstadt-Excused

Maria Hane-Excused

Dave Herrell- Absent

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

Lawsikia Hodges, Deputy General Counsel

Also in attendance: Council President and TDC Chair Brosche, Council Member and TDC Member Boyer, TDC Member Barbara Goodman.

For all other attendees, please see sign in sheet.

**II. Introductions**

Chairwoman Echevarria convened the meeting at 1:06 pm and all attendees introduced themselves.

**III. Approval Minutes TDC Advisory Committee – February 5, 2018**

**Action Item:** The committee approved the minutes from the previous meeting without any 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.** **TDC Competitive Grant Application Guideline Document**

Approval of Recommendations to Tourist Development Council for TDC Grant Application Guidelines

Council Member Boyer spoke about including language in the grant guidelines that indicate funding can be available to long running events, such as a museum exhibit, in addition to short events of one day or one weekend. Chairwoman Echevarria said that the report will include an explanation that grants funded events will be eligible for events as defined by the industry standard. An “event” according to the Events Industry Council covers all meetings, trade shows, conventions, congresses, incentive events, exhibits, gatherings and other meetings.

The committee discussed the stewardship component of the grant guidelines, noting that the TDC should consider awarding extra points for events that utilize cross promotion of local attractions. The committee reviewed the draft of the Special Events and Convention Grant Guidelines report. The draft contains some grammatical and typographical errors which will be corrected before submission to the TDC.

**Public Comments:** John Nooney spoke about docking rules for water crafts during special events in and around downtown.

**Action Item:** The committee approved the Special Events and Convention Grant Guidelines Advisory Committee Report to be submitted to the TDC Tourist Development Council. Before submission to the TDC, the report will be refined for grammar but not content.

**VI. Closing Comments**

The group listed several items which arose in discussion to be presented to the TDC for further examination: the inclusion of private venues as eligible for TDC grant funding, the language in the ordinance which identifies grant awards for attendance of 25,000 tourists or 10,000 room nights or greater to read “and/ or” instead of just “or”, flexibility on the $5 per room night requirements for conventions so Visit Jacksonville can compete regionally, allocation of extra funds in the unplanned bid process for Visit Jacksonville, Equestrian Center grant management, and a flexibility mechanism to address events which may bring significant exposure to the city while not necessarily meeting the tourist/room night threshold.

**VII. Adjourn**

With no further business, the meeting was adjourned at 2:16 pm. This was the final meeting for the advisory committee.

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

Minutes: Colleen Hampsey, Council Research

2.12.2018