

**OFFICE OF THE CITY COUNCIL**

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 **A G E N D A**

**TOURIST DEVELOPMENT COUNCIL MEETING**

**Council President Aaron Bowman, TDC Chairman**

**Thursday, August 9, 2018**

**1:30 P.M.**

**117 West Duval Street**

**City Hall, First Floor**

**Lynwood Roberts Room**

**I. CALL TO ORDER**

**Roll Call**

City Council President Aaron Bowman, Board Chairperson

City Council Vice President Scott Wilson, Board Vice Chairperson

City Council Member Lori N. Boyer, Board Member

Barbara Goodman, Board Member

Steven Grossman, Board Member

Kirit Patidar, Board Member

Craig Smith, Board Member

Dawn Southworth, Board Member

Jeffrey Truhlar, Board Member

Dr. Cheryl L Brown, Director – Jacksonville City Council

Annette Hastings, TDC Executive Director

Jeff Clements, Chief of Research

Colleen Hampsey, Council Research

Kim Taylor, Assistant Council Auditor

Phillip Peterson, Council Auditor’s Office

Lawsikia Hodges, Deputy General Counsel

          **Meeting Convened Meeting Adjourned:**

 **II. Introduction- Council President Aaron Bowman, TDC Chairman**

**III. Approval of Minutes**

* TDC Special Meeting-June 25, 2018

**Action Item: \_\_\_\_**

**IV. Tourist Development and Convention Development Taxes Audit**

* Presentation ………………………………………………Kyle Billy, Council Auditor

**V. TDC Financial Report**

* TDC Financial Report………………………………… Kim Taylor, Assistant Council Auditor

**No Action Required**

* TDC Budget FY 2018-2019

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

**VI. Agenda Encumbrances Visit Jacksonville Convention Grants**

 **Presenter:** Michael Corrigan, President/CEO Visit Jacksonville

 **Total Encumbrance Request CVB Grant Fund FY 2017-2018** $34,150.00

 **Total Room Nights:** \_\_6,830\_

**1.** N**ame of Group:** International Association of Chiefs of Police

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

**Date:** May 16-23, 2019

**Room nights:** 1,360 (at $5 per room)

**Estimated Attendance:** 550

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

**Funds to be encumbered:** $6,800.00

**Summary**:

The International Association of Chiefs of Police (IACP) is a professional association for law enforcement worldwide, representing more than 30,000 members in more than 150 countries. The IACP provides members with the opportunities to connect, participate, learn, advocate, and succeed.

**2. Name of Group:** Signature EquipoVision, LLC

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

**Date:** June 27-July 1, 2019

**Room nights:** 1,270 (at $5 per room)

**Estimated Attendance:** 2,500

**Funds Use:** Venue/ Room Rental

**Funds to be encumbered:** $6,350.00

**Summary**:

Signature EquipoVision, LLC is Amway’s largest Hispanic Independent Business Group. They have reached more than 50,000 Independent Business Owners in more than 32 U.S. states.

**3. Name of Group:** Corning Optical

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

**Date:** January 18-24, 2020

**Room nights:** 4,200 (at $5 per room)

**Estimated Attendance:** 680

**Funds Use:** AV, Group Transportation, Reception (Food & Beverage)

**Funds to be encumbered:** $21,000.00

**Summary**:

Corning is one of the world's leading innovators in materials science, with a 167-year track record of life-changing inventions. In 2020, they are bringing their Annual Global Kickoff Conference to Jacksonville.

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

**VII. Florida’s First Coast of Golf Quarterly Report FY2017-18 - David Reese, President**

**VIII. New Marketing Services Contract Request**

1. **Florida’s First Coast of Golf Regional Golf Tourism Marketing Cooperative FY 2018-19**
* **PowerPoint Presentation**

**Contractor:** Florida’s First Coast of Golf

**Presenter:** David W. Reese, President, Florida’s First Coast of Golf

**Date:**                            October 1, 2018-September 30, 2019

 **Contract Amount:        $152,378.00**

 **Funds Use/Services:**Advertising/Marketing Programs for Leisure Golf Tourism

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

**IX. Special Events Grant Presentations**

1. **Lynyrd Skynyrd- Last of the Street Survivors Tour-2018**
	* + **PowerPoint Presentation**

**Applicant:** SMG

**Presenter:** Bill McConnell, SMG General Manager

**Date:** September 2, 2018

**Location:** TIAA Field

 **Tourist Attendance:** 13,000+ (Projected Attendance 35,000)

**Event Grant Amount:** $100,000.00/**Marketing Event Grant Amount:** $50,000.00

 **Funds Use:** Offset Event Venue Expenses/ Regional Marketing

**Public Comments**

**Action Item: \_\_\_\_\_\_\_\_\_\_\_**

**2. Beaches Oktoberfest 2018**

**Applicant:** Beaches Oktoberfest, Inc.

**Presenter:** Charles Wagner**,** Managing Partner

  **Date:**                            October 17-18, 2018

 **Location:**                   Jacksonville Seawalk Pavilion

 **Grant Amount:** $25,000.00

 **Tourists Attendance:** TBD (Projected Attendees 75,000)

 **Room Nights:** 2,500

 **Funds Use:** RegionalDigital /E-Mail Database Advertising

**Public Comments**

**Action Item:\_\_\_\_\_**

**X. Tourist Bureau Services Contract – Visit Jacksonville**

* **Visit Jacksonville FY2018-19 3rd Quarterly Reports – Michael Corrigan, Visit Jacksonville, CEO/President**
* **Tourist Bureau Services Annual Plan FY2018-19**

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

* **Tourist Bureau Services Budget FY 2018-2019**

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

* **Tourist Bureau Services Contract Amendment and Procurement Authorization FY 2018-2019**

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

**XI. Convention Sales & Services Contract – Visit Jacksonville**

* **Convention Sales & Services Annual Plan FY 2018-2019**

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

* **Convention Sales & Services Budget FY 2018-2019**

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

* **Convention Sales and Services Contract Amendment and Procurement Authorization FY 2018-2019**

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

**XII. Marketing Services Contract – Visit Jacksonville & Dalton Agency**

* **Marketing Services Annual Plan FY 2018-2019**

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

* **Marketing Services Budget FY 2018-2019**

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

* **Marketing Services Contract Amendment and Procurement Authorization FY 2018-2019**

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

**XIII. Visit Jacksonville Tourist Bureau Capital Expense Items**

* + Kiosks
	+ Laptops
	+ Painting

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

**XIV. Proposed Research Projects for Development and Planning Plan Component**

* UNF Arts and Culture Tourism Survey
* AirBNB /AirDNA Solutions

**Public Comments**

**Action Item: \_\_\_\_\_\_\_**

**XV.** **Proposed TDC Meeting Schedule September 2018-June 30, 2019**

**Action Item:­­­­­\_\_\_\_\_\_**

**XVI. Legislative Update**

* TDC Executive Director and TDC Administrator Legislation
* TDC Advancement of Funds Legislation
* Ordinance 2018-472-Tourist Development Guidelines
* Ordinance 2018-473-Travel Policy Expense Reimbursement

**XVII. Other Business**

**XVIII. Public Comments**

**XIX. Closing Comments**

**XX. Adjourn**

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