

**OFFICE OF THE CITY COUNCIL**

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| **Tourist Development Council** |  |  |
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|  |  | Jacksonville, FL 32202 |

**A G E N D A**

**TOURIST DEVELOPMENT COUNCIL MEETING**

**Council President Aaron L. Bowman, TDC Chairman**

**Wednesday, October 17, 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 – EXCUSED

Steven Grossman, Board Member – EXCUSED

Kirit Patidar, Board Member

Craig Smith, Board Member

Dawn Southworth, Board Member – EXCUSED

Jeffrey Truhlar, Board Member

Annette Hastings, Interim TDC Staff

Rachel Merritt, Interim TDC Staff

Sondra Fetner, City Council Staff

Jeff Clements, Chief of 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 Quarterly Meeting – September 13, 2018

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

1. **TDC Financial Report**

* TDC Financial Report Kim Taylor, Assistant Council Auditor

1. **TDC Staffing Update**

* Employee Services Update Diane Moser, Director of Employee Services
* Executive Director Search Subcommittee Council Member Lori Boyer

**Public Comments**

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

1. **Agenda Encumbrances – Visit Jacksonville Convention Grants**

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

**Total Encumbrance Request CVB Grant Fund FY 2018-2019:** $119,595.00

**Total Room Nights:** \_\_27,718\_

1. N**ame of Group:** Barbershop Harmony Society

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

**Event Date(s):** January 3-13, 2020

**Room nights:** 2,473 (at $5 per room)

**Estimated Attendance:** 2,000

**Funds Use:** Room Rental

**Funds to be encumbered:** $12,365.00

1. **Name of Group:** Church Benefits Association

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

**Event Date(s):** December 3-6, 2019

**Room nights:** 400 (at $5 per room)

**Estimated Attendance:** 300

**Funds Use:** A/V, Reception

**Funds to be encumbered:** $2,000.00

1. **Name of Group:** Combat Veterans Motorcycle Association

**Hotel(s) Utilized:** Hyatt Regency Jacksonville Riverfront, Lexington Hotel & Conference Center Jacksonville Riverwalk, and Hampton Inn Jacksonville Downtown I-95

**Event Date(s):** June 15-21, 2020

**Room nights:** 5,546 (at $3 per room)

**Estimated Attendance:** 5,000

**Funds Use:** A/V,Room Rental

**Funds to be encumbered:** $16,638.00

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

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

**Event Date(s):** January 16-22, 2021

**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

1. **Name of Group:** Electric Power Research Institute

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

**Event Date(s):** January 26-February 1, 2019

**Room nights:** 809 (at $3 per room)

**Estimated Attendance:** 180

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

**Funds to be encumbered:** $2,427.00

1. **Name of Group:** Florida State Convention Joint Advisory Committee – 64th Florida State Convention

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

**Event Date(s):** August 3-8, 2020

**Room nights:** 1,250 (at $3 per room)

**Estimated Attendance:** 1,000

**Funds Use:** A/V

**Funds to be encumbered:** $3,750.00

1. **Name of Group:** Great Homeschool Convention, Inc.

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

**Event Date(s):** August 6-11, 2019

**Room nights:** 835 (at $5 per room)

**Estimated Attendance:** 350

**Funds Use:** AV, GroupTransportation, Venue/Room Rental

**Funds to be encumbered:** $4,175.00

1. **Name of Group:** Great Homeschool Convention, Inc.

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

**Event Date(s):** June 23-28, 2020

**Room nights:** 835 (at $5 per room)

**Estimated Attendance:** 350

**Funds Use:** AV, GroupTransportation, Venue/Room Rental

**Funds to be encumbered:** $4,175.00

1. **Name of Group:** International Paper, REACH Technical Conference Phase 1

**Hotel(s) Utilized:** Lexington Hotel & Conference Center Jacksonville Riverwalk

**Event Date(s):** January 28 – February 1, 2019

**Room nights:** 865 (at $5 per room)

**Estimated Attendance:** 200

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

**Funds to be encumbered:** $4,325.00

1. **Name of Group:** International Paper, REACH Technical Conference Phase 2

**Hotel(s) Utilized:** Lexington Hotel & Conference Center Jacksonville Riverwalk

**Event Date(s):** May 20 – 24, 2019

**Room nights:** 865 (at $5 per room)

**Estimated Attendance:** 200

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

**Funds to be encumbered:** $4,325.00

1. **Name of Group:** International Pentecostal Holiness Church

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

**Event Date(s):** July 21- August 2, 2021

**Room nights:** 5,385 (at $5 per room)

**Estimated Attendance:** 4,000

**Funds Use:** A/V, Room Rental

**Funds to be encumbered:** $26,925.00

1. **Name of Group:** National Newspaper Association

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

**Event Date(s):** September 17 – October 3, 2020

**Room nights:** 469 (at $5 per room)

**Estimated Attendance:** 225

**Funds Use:** Group Transportation

**Funds to be encumbered:** $2,345.00

1. **Name of Group:** Reinke Manufacturing

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

**Event Date(s):** October 6-11, 2020

**Room nights:** 1,240 (at $3 per room)

**Estimated Attendance:** 600

**Funds Use:** Group Transportation, Reception

**Funds to be encumbered:** $3,720.00

1. **Name of Group:** Rinosnet – Corporate Training Winter 2019

**Hotel(s) Utilized:** Lexington Hotel & Conference Center Jacksonville Riverwalk

**Event Date(s):** January 23-26, 2019

**Room nights:** 415 (at $5 per room)

**Estimated Attendance:** 700

**Funds Use:** A/V, Marketing

**Funds to be encumbered:** $2,075.00

1. **Name of Group:** Rinosnet – Corporate Training Spring 2019

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

**Event Date(s):** May 22-25, 2019

**Room nights:** 413 (at $5 per room)

**Estimated Attendance:** 700

**Funds Use:** A/V, Marketing

**Funds to be encumbered:** $2,065.00

1. **Name of Group:** Rinosnet – Corporate Training Fall 2019

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

**Event Date(s):** September 18-22, 2019

**Room nights:** 413 (at $5 per room)

**Estimated Attendance:** 700

**Funds Use:** A/V, Marketing

**Funds to be encumbered:** $2,065.00

1. **Name of Group:** Society of Gynecologic Surgeons

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

**Event Date(s):** March 26 – April 2, 2020

**Room nights:** 1,305 (at $4 per room)

**Estimated Attendance:** 420

**Funds Use:** A/V, Marketing, Room Rental, Group Transportation, Reception

**Funds to be encumbered:** $5,220.00

**Public Comments**

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

1. **Special Events Grant Presentations**
2. **2019 GCAC Men/Women’s Basketball Tournament**

**Applicant:** Edward Waters College

**Presenter:** Stanley Cromartie, Athletic Director  
 Henry Smith, Assistant Athletic Director

**Event Date(s):** February 28 – March 3, 2019

**Location:** EWC Adam-Jenkins Sports/Music Complex

**Tourist Attendance:** 5,000 (8,250 overall attendees)  
250-300 room nights

**Event Grant Amount:** $10,000

**Funds Use:** Southeast Regional Marketing (Birmingham, AL; New Orleans, LA; Jackson, MS; and Little Rock, AR).

**Public Comments**

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

1. **2018 TaxSlayer Gator Bowl – Signature Event**

**Applicant:** Gator Bowl Sports

**Presenter:** Richard Catlett, President & CEO

**Event Date(s):** December 26, 2018 – January 1, 2019

**Location:** TIAA Bank Field

**Tourist Attendance:** 30,000 (60,000 – 65,000 overall attendees)  
 25,000 room nights

**Event Grant Amount:** $480,000 (year five of a six-year agreement)

**Funds Use:** Supplement participating team payouts

**Public Comments**

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

1. **Joint Marketing Services/Special Events Grant Presentations**
2. **Florida State vs. Boise State Football Game**

**Applicant:** Gator Bowl Sports Events (JAXSPORTS)

**Presenter:** Richard Catlett, President & CEO

**Event Date(s):** August 30 – September 2, 2019

**Location:** TIAA Bank Field

**Tourist Attendance:** 25,000 (60,000 overall attendees)

**Event Grant Amount:** $150,000 – Total Grant Request   
 **$50,000 – Marketing Grant**   
 **$100,000 – Special Event Grant**

**Funds Use:** Marketing to out of town FSU fans as well as Boise Market.   
 Provide events surrounding the game.

**Public Comments**

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

1. **2019 Spartan Race Super, Sprint & Kid’s Race** 
   * + PowerPoint Presentation

**Applicant:** Airstream Ventures

**Presenter:** Alan Verlander, Founder/CEO

**Event Date(s):** February 22-24, 2019

**Location:** WW Ranch Motocross

**Tourist Attendance:** 15,000 (7,000 room nights)

**Event Grant Amount:** $165,000 – Total Grant Request   
 **$100,000 – Marketing Grant**   
 **$65,000 – Special Event Grant**

**Funds Use:** Marketing, Facebook Live stream and national broadcast  
 Event rental and expenses

**Public Comments**

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

1. **Visit Jacksonville Travel Plan**

* FY18-19 Travel Plan – Amendment Request Michael Corrigan, President/CEO Visit Jacksonville

**Public Comments**

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

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

* Visitor Center Kiosks - Update Michael Corrigan, President/CEO Visit Jacksonville
* Annual Results Submittal

**Public Comments**

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

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

* Annual Results Submittal Michael Corrigan, President/CEO Visit Jacksonville

1. **Marketing Services – Visit Jacksonville & Dalton Agency**

* Annual Results Submittal Michael Corrigan, President/CEO Visit Jacksonville

1. **TDC Special Project Accounts** Council Member Lori Boyer

* Development Account – Potential Uses
  + Visitor Center within the Times Union Center for the Performing Arts
  + Wallcast Outdoor Venue utilizing CSX Façade
* Contingency Account
* Trust Fund Account

**Public Comments**

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

1. **Tourist Development Grant Guidelines** Council Member Lori Boyer

* Tourist Development Council Policy
* Special Events Grant Application
* Marketing Grant Application
* Equestrian Center Grant Application

**Public Comments**

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

1. **Other Business**
2. **Public Comments**
3. **Closing Comments**
4. **Adjourn**

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