



**OFFICE OF THE CITY COUNCIL**

**Tourist Development Council**

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**A G E N D A**

**TOURIST DEVELOPMENT COUNCIL MEETING**

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

**Thursday, November 8, 2018**

**1:30 P.M.**

**117 West Duval Street**

**City Hall, Fourth Floor, Suite 425**

**Conference Room A**

**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 - EXCUSED

Kirit Patidar, Board Member

Craig Smith, Board Member

Dawn Southworth, Board Member

Jeffrey Truhlar, Board Member – EXCUSED

Annette Hastings, Interim TDC Staff

Rachel Merritt, Interim TDC Staff

Sondra Fetner, Interim TDC 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 – October 17, 2018

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

**IV. TDC Financial Report**

- TDC Financial Report

Kim Taylor, Assistant Council Auditor

**V. TDC Staffing Update**

- TDC Staff Search Subcommittee

Council Member Lori Boyer

**Public Comments**

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

**VI. Tourist Development Grant Applications**

Council Member Lori Boyer

- Special Events Grant Application
- Special Events Grant Score Sheet
- Marketing Grant Application
- Marketing Grant Score Sheet

**Public Comments**

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

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

**Presenter:** Sarina Wiechens, Visit Jacksonville

**Total Encumbrance Request CVB Grant Fund FY 2018-2019:** \$10,475.35

**Total Room Nights:** 2,997

1. 6918<sup>th</sup> Security Squadron – 2019 Reunion:

**Hotel(s) Utilized:** DoubleTree Hotel Jacksonville Airport

**Event Date(s):** November 7-10, 2019

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

**Estimated Attendance:** 100

**Funds Use:** Reception (food and non-alcoholic beverage)

**Funds to be encumbered:** \$1,000.00

**2. Electric Power Research Institute – Winter 2019 Meeting:**

**Hotel(s) Utilized:** Omni Jacksonville

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

**Room nights:** 247 (at \$4.05 per room)

**Estimated Attendance:** 100

**Funds Use:** A/V or Reception (food and non-alcoholic beverage)

**Funds to be encumbered:** \$1000.35

**3. International Pentecostal Holiness Church – YouthQuest/Fine Arts Festival 2020:**

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

**Event Date(s):** July 17-22, 2020

**Room nights:** 1,725 (at \$3 per room)

**Estimated Attendance:** 1,750

**Funds Use:** A/V or Venue/Meeting Room Rental

**Funds to be encumbered:** \$5,175.00

**4. Society for Music Theory – 2021 Annual Meeting:**

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

**Event Date(s):** November 3-7, 2021

**Room nights:** 825 (at \$4 per room)

**Estimated Attendance:** 300

**Funds Use:** A/V or Reception (food and non-alcoholic beverage)

**Funds to be encumbered:** \$3,300.00

**Public Comments**

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

**VIII. Special Events Grant Presentations**

**1. 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:** \_\_\_\_\_

**2. THE PLAYERS Championship – Signature Event**

- Presentation

**Applicant:** THE PLAYERS Championship

**Presenter:** Jared Rice, Executive Director

**Event Date(s):** March 12 - 17, 2019

**Location:** TPC Sawgrass

**Tourist Attendance:** 200,000+ Total (including local) Attendees

**Event Grant Amount:** \$250,000

**Funds Use:** Marketing

**Public Comments**

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

**3. Florida State vs. Boise State Football**

**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

**Event Grant Amount:** \$125,000

**Funds Use:** Event production expenses (i.e. sound for a concert, infrastructure rentals, talent fee), and Marketing expenses.

**Public Comments**

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

**IX. Joint Marketing Services/Special Events Grant Presentation**

**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:** 10,000 (7,000 room nights)

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

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

**Public Comments**

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

**X. 2018 Jacksonville Jazz Festival**

- 2018 Follow-Up Report / Presentation Brent Fine, COJ Special Events Manager

**XI. Florida’s First Coast of Golf**

- Quarterly Update FY18-19 / Presentation David Reese, President FFCG

**XII. Visit Jacksonville Travel Plan**

- FY18-19 Travel Plan – Amendment Request Sarina Wiechens, Visit Jacksonville

**Public Comments**

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

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

- October Results Submittal

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

- October Results Submittal

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

- October Results Submittal

**XVI. Other Business**

**XVII. Public Comments**

**XVIII. Closing Comments**

- Next Meeting – January 10, 2019

**XIX. Adjourn**

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