



**OFFICE OF THE CITY COUNCIL**

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**A G E N D A**

**TOURIST DEVELOPMENT COUNCIL MEETING**  
**Council President Aaron L. Bowman, TDC Chairman**  
**Thursday, September 13, 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 – Excused  
Craig Smith, Board Member – Excused  
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 Quarterly Meeting – August 9, 2018

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

**IV. TDC Financial Report**

- TDC Financial Report
  - FY 2018-19 Budget
- No Action Required**

Kim Taylor, Assistant Council Auditor

**V. Visit Jacksonville Travel Plan**

- FY 2017-2018 Travel Request – Amendment
- FY 2018-2019 Travel Plan – Approval

**Public Comments**

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

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

- Comprehensive Listings Update – FY 2017-18 Deliverable
- Visitor Kiosks Update – FY 2017-18 Deliverable
- Downtown Visitor Center Security
- Tourist Bureau Services Year 2 Plan – Final Submittal
- Visit Jacksonville request for up to 10% advance for FY 2018-19 (authorized by [2018-0535](#))
- Tourist Bureau Services FY 2018-2019 Contract Amendment and Procurement Authorization

**Public Comments**

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

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

- Convention Sales & Services Year 2 Plan – Final Submittal

- FY 2018-19 Conventions Sales & Services Grant Funds – Revise Contract Amount
- Visit Jacksonville request for up to 10% advance for FY 2018-19 (authorized by [2018-0535](#))
- Convention Sales and Services FY 2018-2019 Contract Amendment and Procurement Authorization

**Public Comments**

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

**VIII. Marketing Services Contract Year 2 Plan – Visit Jacksonville & Dalton Agency**

- Establish metric for paid media website traffic
- Marketing Services Year 2 Plan – Final Submittal

**Public Comments**

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

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

- Visit Jacksonville request for up to 10% advance for FY 2018-19 (authorized by [2018-0535](#))
- Marketing Services FY 218-2019 Contract Amendment and Procurement Authorization

**Public Comments**

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

**X. Development and Planning Plan Component – Proposed Research Projects**

- |                                       |                 |
|---------------------------------------|-----------------|
| • UNF Arts and Culture Tourism Survey | Dr. Binder, UNF |
| • AirBNB / AirDNA Solutions           | TDC Staff       |

**Public Comments**

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

**XI. Convention Sales and Services Plan Component – Subscription**

- |  |       |
|--|-------|
| • STR Jacksonville Custom DestinationMAP Survey – FY 2017-18 Amendment | Staff |
|--|-------|

- STR Report – FY 2018-19 Subscription Renewal

Staff

**Public Comments**

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

**XII. TDC Meeting Schedule**

- Proposed Annual Meeting Calendar

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

**XIII. FY2016-17 Dalton Invoices – Visit Jacksonville**

**Public Comments**

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

**XIV. Legislative Update**

- Ordinance [2018-0472](#) – Tourist Development Guidelines

**XV. TDC Staffing Update**

- Ordinance [2018-0536](#) – TDC Executive Director and TDC Administrator Legislation

**XVI. Other Business**

- Ordinance [2018-0473](#) – Travel Policy

**XVII. Public Comments**

**XVIII. Closing Comments**

**XIX. Adjourn**

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