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DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL

REGULAR MEETING SCHEDULE JULY 1, 2018-JUNE 30, 2019

The Duval County Tourist Development Council is required by Florida Statutes 125.0104 to meet at least four times per year, but has chosen to meet more frequently. The meetings are held at City Hall-St James Building, 117 West Duval Street, Suite 425, Conference Room A at 1:30 p.m. **Meeting date, time, and location are subject to change.**

- Thursday, August 9, 2018
- Thursday, September 13, 2018
- Thursday, October 17, 2018
 - Review of Grant Applications for events occurring on or after January 1, 2019 *
- Thursday, November 8, 2018
- December – NO MEETING
- Thursday, January 10, 2019
 - Review of Grant Applications for events occurring on or after April 1, 2019 *
- Thursday, February 14, 2019
- Wednesday, March 20, 2019
 - Review of Grant Applications for events occurring on or after July 1, 2019 *
- Thursday, April 11, 2019
- Thursday, May 9, 2019
 - Review of Grant Applications for events occurring on or after October 1, 2019 *
- Thursday, June 13, 2019

***Review of Grant Applications for Marketing Grants, Special Event Grants, and Equestrian Center Grants – All applications must be submitted 4 weeks prior to the TDC Meeting date.**

TDC annual meeting calendar- 10 regular meetings annually (exc. July and December)

January – Focus on TDC staffing and needs

Annual review of Executive Director and staffing needs

Review of Grant Applications for Marketing Grant, Special Event Grants, and Equestrian Center Grants

Presentation by VJ of Convention grants

February - Mission focus

Presentations by Executive Director:

1. Understanding of local tourism market strengths and weaknesses;
2. ROI analysis of current expenditure allocations;
3. Review of proposals for new research studies;
4. New tourism opportunities (including potential exhibitions, events, etc. that can be developed into thematic citywide event)

Review and revise mission, strategy and tactics of TDC as needed

Quarterly performance update briefing by Executive Director on VJ performance metrics (Qrtly reports prepared by VJ for Q1 (October- December) distributed to TDC members by Feb 1); Q & A of VJ

March – Focus on Potential Attraction opportunities

Presentations by museums, zoo, and other eligible attractions of potential tourism opportunities

Discuss and authorize new studies/research projects

Discuss and authorize signage, enhancements, etc. to complement experiences developed by Marketing effort that promote tourism

Review of Grant Applications for Marketing Grant, Special Event Grants, and Equestrian Center Grants

April – Focus on Annual VJ Plans

Review of VJ annual plans (to include preliminary budgets) for each contract for coming fiscal year

Must be delivered to TDC by VJ no later than 15 days prior to meeting

Separate discussion on each contract and consistency with approved 5 year plan; timing changes; budget allocation changes; staffing changes; etc. (November's review of performance establishes framework to discuss proposed changes in approach and budgets)

TDC to approve or modify plans as needed

May – Focus on TDC Budget

Review and Approval of TDC budget submittal

Review of Grant Applications for Marketing Grant, Special Event Grants, and Equestrian Center Grants

Presentation by VJ of Convention grants

Quarterly performance update briefing by Executive Director on VJ performance metrics (Qrtly reports prepared by VJ for Q2 (January-March) distributed to TDC members by May 1); Q & A of VJ

June – Focus on VJ Budget, Industry input

Presentation of detailed line item budget submitted by VJ per approved plans

Presentation by Hotel and Motel lodging Assn on strengths/weaknesses

Presentation by airport on annual travel data

July- no meeting

August - Focus on approval of VJ Budget and status of deliverables for year

Approval of detailed line item VJ budget

Quarterly performance update briefing by Executive Director on VJ performance metrics (Qrtly reports prepared by VJ for Q3 (April-June) distributed to TDC members by August 1); Q & A of VJ; focus on deliverables status; capital project implementation

Review of Grant Applications for Marketing Grant, Special Event Grants, and Equestrian Center Grants

Presentation by VJ of Convention grants

September – Focus on Contract Extensions, Development Account, Contingency Account

Review of any budget amendments offered by City Council

Review and authorize contract extensions

Discussion of potential uses for Development Account (Presentation by Executive Director)

Discussion of potential uses for Contingency Account (Presentation by Executive Director)

Contract extensions for subscriptions or changes in data services

Consideration and approval of VJ capital requests for coming year

October – Focus on Grant Criteria, forms, process

Annual review of Grant Criteria and process for Marketing Grants

Annual review of Grant Criteria and process for Special Event Grants

Annual review of Grant criteria for Equestrian Center Grants

Review of Grant Applications for Marketing Grants, Special Event Grants, Equestrian Center Grants

Presentation by VJ of Convention grants

November – Focus on VJ Annual Contract performance Reviews

Annual Performance reviews of VJ contracts (based on prior fiscal year/contract year)

Review and analysis of performance as compared to goals, annual deliverables, completion of capital projects, etc.

TDC to decide performance metrics for coming year; consequences of failure to meet goals, etc.

Consideration and approval of new marketing campaigns, etc. for coming year

December – No Meeting