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

**January**

**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**

**Authorize new studies/research projects**

**February**

**Quarterly review of Grant Applications for Marketing Grants and Special Event Grants**

**Quarterly presentation by VJ of Convention grants**

**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**

**Annual Performance reviews of VJ contracts (12 month rolling time frames)**

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

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

**April**

**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 of consistency with approved 5 year plan; timing changes; budget allocation changes; staffing changes; etc. (prior month’s review of performance establishes framework to discuss proposed changes in approach and budgets)

TDC to approve or modify plans as needed

**May**

**Annual review of Executive Director and staffing needs**

**Review and Approval of TDC budget submittal**

**Quarterly review of Grant Applications for Marketing Grants and Special Event Grants**

**Quarterly 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**

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

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

**Presentation by Hotel and Motel lodging Assn on strengths/weaknesses**

**Presentation by airport on annual travel data**

**August**

**Approval of detailed line item VJ budget**

**Quarterly review of Grant Applications for Marketing Grants and Special Event Grants**

**Quarterly presentation by VJ of Convention grants**

**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**

**September**

**Review of any budget amendments offered by City Council**

**Presentation by Executive Director on potential uses for Development Account**

**Presentation by Executive Director on potential uses for Contingency Account**

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

**Consideration and approval of VJ capital requests for coming year**

**October**

**Annual review of Grant Criteria and process for Marketing Grants**

**Annual review of Grant Criteria and process for Special Event Grants**

**Contract extensions for subscriptions or changes in data services**

**November**

**Quarterly review of Grant Applications for Marketing Grants and Special Event Grants**

**Quarterly presentation by VJ of Convention grants**

**Quarterly performance update briefing by Executive Director on VJ performance metrics (Qrtly reports prepared by VJ for Q3 (July-September) distributed to TDC members by November 1); Q & A of VJ**



**Draft**

duval county tourist development council

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 on the second Thursday of the month at City Hall-St James Building, 117 West Duval Street, Suite 425, Conference Room A at 1:30 p.m. The schedule of meeting dates, times, or meeting rooms are subject to change.

* Thursday, August 9, 2018 **\***
  + - Quarterly Review Grant Application Marketing/Special Events
* Thursday, September 13, 2018
* Thursday, October 11, 2018
* Thursday, November8, 2018\*
  + - Quarterly Review Grant Application Marketing/Special Events
* Thursday, January 10, 2019
* Thursday, February 14, 2019\*
  + - Quarterly Review Grant Application Marketing/Special Events
* Thursday, March 14, 2019
* Thursday, April 11, 2019
* Thursday, May 9, 2019\*
  + - Quarterly Review Grant Application Marketing/Special Events
* Thursday, June 13, 2019