

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
STRATEGIC PLAN SUBCOMMITTEE MEETING MINUTES**

**Thursday, May 11, 2023, 10:30 a.m.
City Hall – Conference Room 2D**

TDC Members: Angela Phillips (Chair), Jitan Kuverji, Dennis Thompson

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor), and Reece Wilson (Office of General Counsel)

I. Welcome and Call to Order

Chair Phillips

Chair Phillips called the meeting to order at 10:32 a.m. and attendees introduced themselves for the record.

II. Public Comments Including Action Items

Chair Phillips

Public Comment: *None*

III. Finalizing Scope of Work

Chair Phillips

Chair Phillips reminded the subcommittee that at the April 27, 2023 TDC meeting, the board approved the subcommittee's recommendation to combine portions of the strategic plan with a visitor profile study. Additionally, they agreed to task Visit Jacksonville with managing this for the TDC.

Ms. Phillips then asked the subcommittee to review the proposed scope and approve it so that Visit Jacksonville can proceed. Ms. Brock explained that upon approval of the scope OCG will prepare the contract between TDC and Visit Jacksonville.

Michael Corrigan, CEO of Visit Jacksonville, said that the organization is pleased to manage this for the Tourist Development Council. While it has not been bid out yet, Mr. Corrigan expressed concern that *Item III. Analysis of Duval County/Jacksonville competitive advantages and opportunities* could potentially cost more than *Item I.* and *Item II.* of the scope of work. He explained to the subcommittee that if it is too expensive then there could be an additional meeting to adjust the scope. Ms. Brock reminded the board of the approved budget of this project for \$150k. Mr. Corrigan believes overall it will get done within the approved budget, but just highlighted that *Item III.* is different than *Item I.* and *Item II.* as the latter are more survey focus, whereas the former is more analysis driven.

Philip Peterson asked if Visit Jacksonville's bid could be multi-tiered by combining *Item I.* and *Item II.* and then *Item III.* stand alone. Mr. Corrigan agreed with this questioning and detailed that many vendors would be able to facilitate *Item I.* and *Item II.* but *Item III.* is a narrower field.

Mr. Kuverji has sent Mr. Corrigan recommendations of vendors potentially interested in doing the strategic market analysis and visitor profile and asked they be included in the Request for Proposal when Visit Jacksonville publishes it.

The Chair questioned the timeline of the results for this initiative. Mr. Corrigan answered that there will be an early report and a final report to update the board during this initiative. Additionally, Ms. Phillips asked Visit Jacksonville to include an examination of what similar cities are doing well in the tourism industry and review where they were 3-5 years ago. She expressed the importance of analyzing other cities that are emerging in the tourism business.

Mr. Peterson asked about the timeline for beginning the process. Mr. Corrigan answered that within 30 days of finalizing the contract it will likely be sent out for bids, which Visit Jacksonville can extend if needed depending on the quantity and quality of bids received. The RFP will be out for bid for a duration of 30 days and with 30 days to submit. The full process could take about 3-4 months until the actual project starts.

Both Ms. Phillips and Mr. Kuverji asked to include sporting events and medical tourism in the scope.

Motion (Thompson / 2nd Kuverji): Accept the scope as presented for the Jacksonville Strategic Market Analysis and Visitor Profile. - **approved unanimously.**

The committee discussed areas of opportunities from other entities in downtown that work with tourism related activities, such as the Downtown Investment Authority, Downtown Vision, City Council, or the Mayor's Office that would benefit from this proposal for additional input.

IV. Closing Comments and Adjournment

Chair Phillips

Chair Phillips thanked everyone for their attendance and adjourned the meeting at 11:21 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator.

These minutes were approved at the TDC Regular Board meeting on June 8, 2023.

