

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

**Thursday, December 14, 2023, Tour 9:30 a.m. & Business Meeting 10:00 a.m.
Prime F. Osborn III Convention Center**

TDC Members: City Council President Ron Salem (Chair), City Council Vice President Randy White (Vice Chair) (*excused*), City Council Member Terrance Freeman (*excused*), Jitan Kuverji, Angela Phillips, Dennis Chan, Dennis Thompson, Mark VanLoh

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

Tour 9:30 a.m. – 10:00 a.m.

Tours of the recently renovated Prime Osborn Convention Center facility were conducted for the public and board members. In compliance with Florida Sunshine Laws, board members had individual tours separate from other board members. Dennis Chan, Mark VanLoh, Council President Salem, Dennis Thompson, and Jitan Kuverji were present for their own personal tours alongside any members of the public who were in attendance. It was asked to hold any questions regarding the facility until the start of the meeting.

I. Call to Order and Welcome

Chair Salem

The meeting was called to order by Chairman Salem at 10:00 a.m. and the attendees introduced themselves for the record. The Chair announced that Council Vice President Randy White and Council Member Freeman had excused absences. Chair Salem congratulated Ms. Phillips for her reappointment to the TDC for her second and final four-year term. Chair Salem thanked Jim Pritchard and the ASM Global team for providing individual tours of the convention center for the TDC in compliance with the Florida Sunshine Laws and asked if the board had any questions for Mr. Pritchard regarding the facility, there were no questions. The Chair also noted that he will excuse himself later in the meeting for a doctor's appointment and Ms. Phillips will step in as acting Chair. Under his authority as Chair and due to his time constraint, Council President Salem moved Item VIII (*Sports Tourism Budget Increase*) to Item V on the agenda.

II. Public Comments Including Action Items

Chair Salem

Public Comment: John Nooney.

Mr. Nooney addressed resiliency tourism and would like to see Jacksonville become the first city to be involved in it. He continued to share with the board the importance of Pottsburg Creek becoming a public park and allow greater access to the city's waterways.

III. Approval of Minutes

Chair Salem

The minutes of the October 19, 2023 Regular TDC meeting were **approved unanimously as distributed.**

IV. TDC Grants

Chair Salem/Carol Brock

A. Visitor Television Channel

Kate Strickland

Carol Brock introduced Kate Strickland with Wander Media and gave an overview of the grant request. Ms. Strickland wants to create a destination marketing television channel in partnership with Visit Jacksonville for an 18-month pilot program which needs \$98,500 in funding. The channel would not only rebrand the in-room hotel television channels as the Visit Jacksonville Network, but also build out a companion channel that would live stream on Roku, Apple TV, YouTube TV, and Amazon Fire, effectively creating a communications platform that would drive brand exposure and influence travel buying decisions among in-market and out-of-market viewers alike. Ms. Brock explained that this grant structure would follow a scope of service and deliverables that would have quarterly reporting and reimbursements would be paid based on the measurables completed in the quarterly reporting. Additionally, if approved by the TDC, the applicant is aware the she would have to follow the procurement guidelines for a single source vendor with the city.

Mr. VanLoh questioned how the average person would come across this media source. Ms. Strickland went over the various outlets for the media channel and highlighted how hotels and streaming services used at home would drive this brand exposure. Mr. Kuverji said that he uses Wander Media already in his hotel and has seen positive guest interaction from it. Mr. VanLoh asked if Mr. Kuverji pays for this service to which he answered no. Ms. Strickland said right now most of the revenue is achieved through advertisements

and, if approved, it would create a more affordable and accessible media channel to drive coverage for many local businesses to have appearance on the network who otherwise may not have the budget to be involved in such a project. Mr. VanLoh asked why this isn't already a part of Visit Jacksonville's contract and marketing plan. Mr. Corrigan, CEO of Visit Jacksonville, shared that this was not originally part of their marketing plan and budget that was passed earlier in this fiscal year, and they do not currently have the manpower to oversee a project like this. He shared that this is not something seen in other destination marketing organizations throughout this country, allowing Jacksonville to potentially get ahead of the game. Mr. Corrigan continued that should this be successful then it could be something Visit Jacksonville may examine and incorporate in a future budget and plan.

Chair Salem added to the discussion by sharing that he had conversation with Ms. Strickland about continuous content on the city's channel 99 television station when it is not in use by City Council, expanding its coverage in partnership with an entity like Wander Media.

Mr. Kuverji asked Ms. Strickland if the watermark on the channel would stay "Wander Media" and she answered that it would be rebranded to Visit Jacksonville to drive home the brand for the city.

Mr. Thompson agreed with Mr. VanLoh's concern that this seemed like it would be better under Visit Jacksonville's plan and the request may not be necessary. Mr. Corrigan then provided a comprehensive dialogue as to why Visit Jacksonville would prefer the TDC to allow them to carry out what is already in place for the approved marketing plan for the upcoming year. Should this program be successful, then Visit Jacksonville could consider integrating in their future plan.

Ms. Phillips asked what the deliverables and measurables would look like and she also wants new content being created. Ms. Brock referenced the grant summary sheet over four different stages. When deliverables are completed, they will then be reimbursed.

Mr. Chan shared support for Wander Media and its content but expressed concern to Visit Jacksonville that they would be giving new content throughout the pilot program.

Motion (Phillips / 2nd Kuverji): Approve Wander Media to receive a TDC grant for \$98,500 from the Tourist Development Council FY 23-24 Tourist Development Special Revenue Fund account for the destination marketing television channel.

Aye: Salem, Kuverji, Phillips, Chan, Thompson (5)

Nay: VanLoh (1)

Motion carries.

B. 100th Year Anniversary of MOCA

Caitlin Doherty

Ms. Brock introduced Caitlin Doherty, Executive Director of the Museum of Contemporary Art (MOCA) and gave an overview of the grant proposal. Ms. Brock reminded the board that MOCA came and shared during the October 2023 public comment portion for a multi-year request of \$150,000 the first year and \$75,000 the second. Today, Ms. Brock updated it is now an \$80,000 request over the course of one year with a 7,000 tourist guarantee more than last year used for marketing the 100th year anniversary of MOCA. This goal and the measurements that would be used on this grant would be on a reimbursement each quarter based on the number of tourists they brought in. Ms. Brock told the board that while this is not a typical special event grant, it is an allowable expense within the Florida Statutes.

Ms. Doherty shared that should MOCA receive its full funding request of \$80,000, it will designate \$30,000 to create video content, obtain higher quality photo content, and enlist the services of a marketing firm to create a strategy, develop messaging, and design ads that are tourist focused. The strategy will be based on collaboration with Visit Jacksonville and will be complemented by an aggressive national PR campaign. She continued that the remaining \$50,000 will be used to pay for the placement of advertising. Ads will be focused on the top five target markets with direct flights to Jacksonville, arts-focused opportunities, and school group and university recruitment audiences. Ms. Doherty addressed the periods of greatest need identified by the TDC, the museum team will very intentionally schedule Exhibition Opening Celebrations and special events during January, September, December, August, and November. Ms. Doherty anticipates many out-of-town visitors throughout the year attracted by these shows and programs. She thanked the TDC and let the board know that support for this marketing plan will not only empower MOCA to reach audiences beyond the 5-county area and support cultural tourism during their 100th anniversary year but will have the added long-term benefit of positioning both MOCA and Jacksonville as destinations for cultural tourism, now and into the future.

Motion (Thompson / 2nd VanLoh): Approve the Museum of Contemporary Art Jacksonville (MOCA) to receive a TDC grant for \$80,000 from the Tourist Development Council FY 23-24 Remaining to Spend account for marketing the MOCA 100th Year Anniversary. – **approved unanimously.**

V. Sports Tourism Budget Increase

Chair Salem/Michael Corrigan

Chair Salem provided some historical information on the sports tourism initiatives over the last decade. He shared that Jacksonville is poised to become the southeast's championship city for sporting events with proper coordination and that the timing right now is perfect. During the past six months, Council President Salem shared the he has worked closely with Mr. Corrigan, Ms. Brock, and the Mayor's Office to get a full understanding of the opportunities available for our City. The Chair updated the board that at the last City Council meeting of 2023, he introduced legislation to appropriate 1.5 million dollars from the TDC fund balance to the existing Visit Jacksonville Sports Tourism contract, which will allow Visit Jacksonville to expand efforts to recruit large sporting events, such as NCAA Championships. He also highlighted that the TDC will approve the budget once this is appropriated with the goal of securing large sporting events for Jacksonville while the city will likely be undergoing stadium renovations for a few years to help "fill the gap" and create longer term commitments for sports tourism.

Mr. Corrigan provided a high level overview of the excitement in Jacksonville on sports tourism and how he and his team has been working with business executives, tourism partners, venue operators, and the GameChangers firm on this effort to help create a sports foundation for Jacksonville that is the best in the country. Chair Salem shared that he does not want them to be paid staff at first, rather help grow and get the corporate community to support this endeavor.

Mr. VanLoh commented he is very excited about this given his background and experience on other sports related boards.

Motion (VanLoh / 2nd Thompson): The Duval County Tourist Development Council supports ORD 2023-0869 appropriating \$1,500,000 from the TDC fund balance to provide additional funding to Visit Jacksonville to increase the City's investment in the promotion of sports tourism; recognizing the financial and civic benefits of bringing high-profile sporting events to Jacksonville and the desire to renew the City's efforts in this area. – **approved unanimously.**

VI. Visit Jacksonville FY 22-23 Annual Evaluation

Carol Brock/Michael Corrigan

The Chair shared that Visit Jacksonville receives an annual evaluation based on deliverables approved by the TDC and that Ms. Brock worked extensively with Mr. Corrigan and his team to prepare this evaluation which the board received several days prior to this meeting for review.

Ms. Brock spent some time providing the highlights of almost 300 deliverables that Visit Jacksonville gets graded on. Of these deliverables, there are five categories which Ms. Brock graded, they are: (1) Advertising and Promotion, 100 A+; (2) Visitor Interaction and Information, 99 A+; (3) Meetings and Conventions, 92 A-; (4) Experience Development 95, A; (5) Community Outreach and Engagement, 100 A+.

Mr. Corrigan shared his excitement on the scores of the evaluation and stressed how far Visit Jacksonville and Jacksonville has come to enhance the city as a tourism destination.

Motion (Thompson / 2nd Chan): Approve the 22-23 Visit Jacksonville Annual Evaluation as presented. – **approved unanimously.**

VII. Visit Jacksonville Update

Michael Corrigan

The Chair let Mr. Corrigan continue to provide the Visit Jacksonville update.

Mr. Corrigan thanked Jim Pritchard for the tours of the Prime Osborn Convention Center and letting the TDC have its December Board meeting at the facility as well. He highlighted all the great features of the historic building.

Mr. Corrigan shared praise of his team for all they do to promote tourism and Jacksonville as a great destination. He updated the board on some changes within his team. Sarina Wiechens, the current chief operating officer, will be transitioning into the role of chief financial officer. Mr. Corrigan introduced Josh Harrison, a former board member of Visit Jacksonville, who is the new chief operation officers. Mr. Harrison is the first Visit Jacksonville executive who comes from the hotel background.

11:05 a.m. Chair stepped out and Ms. Phillips became acting Chair.

VIII. Strategic Market Analysis Update

Erin Dinkel

The Chair introduced Ms. Dinkel, Director of Research for Downs & St. Germain Research, to give an update on the Strategic Market Analysis, which several months ago, the TDC working with Visit Jacksonville, commissioned.

Ms. Dinkel was excited to provide an update that surveyors were on the ground gathering data to be able to build a full visitor profile. She shared that starting this year Visit Jacksonville began a year-long Visitor Tracking and Economic Impact Study of visitors to the Jacksonville area conducted by Downs & St. Germain Research to ensure an insight driven research approach to maximize marketing and media initiatives to better understand our destination and the profile of a visitor to the area.

IX. Financial Report

Heather Reber

Heather Reber with the Council Auditor's Office gave the financial report on behalf of Phillip Peterson who was unable to attend this meeting. TDC tax revenues for the 12 months ending November 2023 were \$10,668,515.70, a 2.03% increase over the 12 months ending November 2022. Revenue for November 2023 was \$1,647,282.35, up 0.32% from the same month in 2022. Actual collections for the fiscal year to date exceed the average monthly budgeted amount by \$197,722.41.

Ms. Reber reviewed the budgetary balances as of November remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$0; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$534,327.65; Planning and Research - \$150,000; Event Grants - \$1,261,250; Development Account - \$2,121,075.63; Contingency Account - \$1,256,060; Equestrian Center Promotion - \$8,362.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$ 1,053,820; TDC Administration - \$ 278,257.32; and the Special Revenue Fund - \$131,267.50.

X. New Business, Closing Comments, and Adjournment

Chair Salem

In closing, Acting Chair Phillips reminded the members that the next regular meeting will be on February 22, 2024 with the location returning to the Lynwood Roberts Room of City Hall and asked if there was any new business.

Mr. Kuverji asked about Airbnb and them not paying tourist development tax. Mr. Corrigan has said he is looking into these matters and exploring all avenues on how to address this issue.

Meeting Adjourned at 11:22 a.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator.

These minutes were approved at the TDC Regular Board meeting on February 22, 2024.



TOURIST DEVELOPMENT COUNCIL MEETING

Thursday, December 14, 2023, 10:00 a.m.



Attendance Record Sign-in Sheet

| NAME/JOB TITLE | ORGANIZATION | PHONE | EMAIL | ATTENDED TOUR? (Y/N) |
|-------------------------|-----------------------|--------------|-----------------------------------|----------------------|
| Tony Finlay | Historic Forsyth Park | 904-434-0839 | vee005@yahoo.com | Y |
| Dave Reese | FRCG | 904-687-3204 | dave@frcg.com | Y |
| Samuel Gumbiner | Visitjax | 904-421-9151 | cgumbiner@visitjacksonville.com | N |
| Jeanne Goldsmith | " | 904-799-9111 | jeanne.goldsmith@jacksonville.com | N |
| Kate Mithra | " | " | kate@visitjacksonville.com | N |
| Josh Harmon | " | " | jeu@visitjacksonville.com | N |
| Samuel Michons | " | " | sam@visitjacksonville.com | N |
| Kate Strickland | Wanderjax | 904-891-1733 | kate@wanderjax.com | N |
| Michael Htt | CJ SAA | 904-536-1100 | h.ttm@jax.com | Y |
| Brian London | VS BOD | 904 402 1738 | brian.london@gmail.com | Y |
| Caitlin Doherty | MOCAT Jax | 517-402-7591 | caitlin.doherty@unf.edu | Y |
| Erin Doherty | OSG Research | 904-304-8832 | erin.doherty@oxford.com | N |
| Bob Fulston | DSG ROSSAIRENT | 850 228 7604 | BOB@DSG-ROSSAIRENT.COM | N |
| Michael Carrigan | Visit Jax | 904-931-9158 | Michael@visitjax.com | Y |
| Amber Sennick | MOCAT Jax | 904-303-0703 | amber.sennick@unf.edu | Y |
| Gabriella Deaktofsky | MOCAT Jax | " | gabrielad@unf.edu | Y |
| Tara Sennick | CCGS | " | bsennick@unf.edu | Y |
| Tara Sennick | DVI | " | tsennick@unf.edu | Y |



TOURIST DEVELOPMENT COUNCIL MEETING

Thursday, December 14, 2023, 10:00 a.m.



Attendance Record Sign-in Sheet

| PRINT NAME | SIGNATURE | ATTENDED TOUR? (Y/N) |
|---|-------------------------|----------------------|
| CP Ron Salem, TDC Chair | <i>Ron Salem</i> | Y |
| CVP Randy White, TDC Vice Chair | | |
| CM Terrance Freeman | | |
| Mark VanLoh, TDC Member | <i>Mark VanLoh</i> | Y |
| Jitan Kuverji, TDC Member | <i>Jitan Kuverji</i> | Yes. |
| Angela Phillips, TDC Member | <i>Angela Phillips</i> | No - already did |
| Dennis Chan, TDC Member | <i>Dennis Chan</i> | Y |
| Dennis Thompson, TDC Member | <i>Dennis Thompson</i> | |
| Carol Brock, TDC Executive Director | <i>Carol Brock</i> | ND |
| Brett Nolan, TDC Administrator | <i>Brett Nolan</i> | ND |
| Phillip Peterson, Asst. Council Auditor | <i>Phillip Peterson</i> | |
| Reece Wilson, OGC | <i>Reece Wilson</i> | ND |
| <i>Heather Reber, Council Auditor Off</i> | <i>Heather Reber</i> | ND |
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POTTSBURG Creek Public Park CATEGORY 1 WILDMAN'S NEXT
TO A FEMA HOUSE REQUEST TO SPEAK CARD IN THE CITY COUNCIL

DISTRICT 4 SCHOOL BOARD DISTRICT 3, CPAC PLANNING DIST. 3. NEED A

CHAIR - ROY SALAM

NAME: TOU PHILANTHROPIC FACILITIES NOODLE DATE: 12/14/2003 SPONSOR!

ADDRESS: 8356 BARCON RD. PHONE: 904-434-0839

REPRESENTING: POTTSBURG Creek Public Park in Dist. 4

1: PUBLIC HEARING BILL NUMBER: _____

I SUPPORT _____ (or) I OPPOSE _____ THIS LEGISLATION

2. COMMENTS FROM THE PUBLIC SUBJECT: NEED A SPONSOR! NPLT. DID A SITE

INSPECTION AND RELEGIZES THE RESEARCHER VALUE. TRIN COMMISSION

2001-0650, 2002-0398. OVER \$20,000,000 IN TRN

NO SPEAKER MAY GIVE OR TRANSFER HIS/HER TIME TO ANOTHER PERSON

(Please read the reverse side for instructions on speaking)

RESILIENT TOURISM

RULES OF THE JACKSONVILLE CITY COUNCIL – ADOPTED FOR THIS MEETING

RULE 4.301(b) COMMENTS FROM THE PUBLIC Comments from the public given during the public comment times of the meeting, except scheduled public hearing comments, shall be limited to three minutes per person and no person shall be allowed to give or transfer his/her time to speak to another person.

RULE 4.806 PRIVILEGE OF FLOOR

(a) General Exclusion: No person, except Council Members and working employees of the Council, shall be admitted within the rail unless permitted by the presiding officer.

(b) Addressing Council: By permission of the presiding officer, the privilege of the floor shall be extended to a citizen or citizens to address the Council on any matter pending before it or which needs the attention of the Council.

Rule 3.604 ADDRESSING THE COUNCIL. At public hearings required by law or fixed by the Council, the presiding officer shall extend the floor to a reasonable number of proponents and opponents of the subject matter of the public hearing, and those filing written requests to be heard with the Chief of Legislative Services shall be heard prior to other persons who appear at the hearing. Each person addressing the Council shall proceed to the place assigned for speaking, give his/her name in an audible tone of voice for the records, (if the person has not filled out a speaker's request card and returned it to the Chief of Legislative Services before addressing the Council, the person shall also give his/her address in an audible tone of voice for the records), and limit his/her address to three minutes, unless a lesser time is fixed for all speakers by the presiding officer, or further time is granted by the Council. All remarks shall be addressed to the Council as a body and not to any member thereof. No person other than a Council Member or the person having the floor shall be permitted to enter into any discussion, either directly or through a member of the Council, without the permission of the presiding officer. All questions to the Council shall be directly through the presiding officer.

RULE 4.505 DISRUPTION OF MEETING Any person, not a Council Member, making personal, impertinent or slanderous remarks or who shall become boisterous while the Council is in session, shall forthwith be barred from further audience before the Council by the presiding officer in his/her discretion. No demonstrations of approval or disapproval from the audience shall be permitted, and if such demonstrations are made, the audience shall be cleared from the Council Chambers. The presiding officer shall call upon the Sergeant-at-Arms to enforce directions given by the presiding officer for any violation of this Rule.