



TOURIST DEVELOPMENT COUNCIL MEETING MINUTES

October 4, 2023

4:00 PM

Administration Building, 4th Floor,
BCC Meeting Room, 477 Houston Street,
Green Cove Springs, FL. 32043

Call to Order

Present: Commissioner Mike Cella, Chairman
Deborah Beals
Kimberly Evans
Brian Knight
Neil Porter
David Diaz
Kevin Robert
Steven Kelley
See Attachment A - Sign-In Sheet

Absent: Randy Anderson

Staff Present: Howard Wanamaker, County Manager
Courtney Grimm, County Attorney
Kimberly Morgan, Director of Tourism and Film Development
Caroline Everill, Tourism Program Manager
Samantha Kusters, Tourism Product Development Manager

Chairman Mike Cella called the meeting to order at 3:30 pm.

Following the introductions of the TDC board members and staff members in attendance, Kimberly Morgan, Director of Tourism and Film Development, introduced the TDC staff members mentioned above.

Public Comments

Chairman Mike Cella opened the floor for public comment at 4:04 pm.

Hearing no comments, Chairman Mike Cella closed public comment at 4:04 pm.

Presentations

There were no presentations.

Discussion

There was no discussion.

Approval of Minutes

1. August 2, 2023 TDC Meeting Minutes

Brian Knight made a motion for approval of the August 2, 2023, TDC meeting minutes, seconded by Kevin Robert, which carried 8-0.

Budget

2. Bed Tax Collections Update (K. Morgan)

A five-year trend report of Tourist Development Tax (TDT) collections.

Bed Tax discussion can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/October-4,-2023,-beginning-at 3:32 and ending at 5:30](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/October-4,-2023,-beginning-at-3:32-and-ending-at-5:30). Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to give an overview and details for the Bed Tax Collection update. The information discussed is attached to the agenda. Ms. Morgan gave an overview and details regarding the collection numbers, and there would be \$142,115.00 for a total of \$1,658,847.00 for the year so far. That is \$15,000.00 shy of the total for last year, which means we will exceed last year's total. Currently, we are at 7.86% above where we were last year.

3. Budget Review (K. Morgan)

1. FY22-23 Budget Update (final budget expected soon)
2. FY23-24 Budget

Budget Review discussion can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/October-4,-2023,-beginning-at 5:34 and ending at 8:39](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/October-4,-2023,-beginning-at-5:34-and-ending-at-8:39). Below is a summary of the discussion.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to discuss the Budget Review. Ms. Morgan discussed the 2022/2023 budget details for the new office on the first floor, which will have visitor's space and a conference room. Ms. Morgan provided the 2023/2024 Budget details regarding the decrease, sports grants, and staffing.

New Business

4. TDC Grant Requests (C. Everill).
 1. TDC Event Grant Updates
 2. Blue Angels Kiosk (Product Development Grant)
 3. Moosehaven Chili Cookoff (Signature Event Marketing Grant)
 4. Moosehaven American Pride 4th of July (Special Event Marketing Grant)
 5. Hometown Holiday (Special Event Grant)
 6. American Cornhole League (Sports Event Grant)
 7. Cattle at the Cove (Sports Event Grant)
 8. MotoSurf Games- Keystone Heights (Sports Event Grant)
 9. Inspire National Dance Competition (Sports Event Grant).
 10. Rugby Goals

The discussion regarding Grant Applications can be seen at www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/October 4, 2023, beginning at 8:39 and ending at 2:18:29. Below is a summary of the discussion and all votes.

Caroline Everill, Tourism Program Manager, addressed the Council to provide information regarding the TDC Event Grant update and the TDC Grant Requests. Ms. Everill referred to the Event Marketing Grant Chart to discuss the update. See Attachment B.

There were questions and discussion regarding the use of funding and performance of the events.

Following the update, Ms. Everill addressed the Council regarding the Event Grant applications. Ms. Everill gave an overview and details regarding points received for each application.

There were questions and discussions regarding each event, specifically during the overview of the applications. Below are the events discussed:

- Product Development Grant - Blue Angels Kiosk - Maty Justino, Clay County Clerk of Court and Comptroller - Public Information Officer, was present to provide additional information regarding the request.

Following all the discussion, Brian Knight made a motion for approval of \$10,000.00 contingent on approval from the owner, seconded by Neil Porter, which carried 8-0.

- Signature Event Marketing Grant - Moosehaven Chili Cookoff

Following the discussion, Brian Knight made a motion for approval of \$5,000.00, seconded by Deborah Beals, which carried 8-0.

- Signature Event Marketing Grant - Moosehaven American Pride 4th of July

Following the discussion, Steven Kelly made a motion for approval of \$3,500.00, seconded by Kimberly Evans, which carried 8-0.

- Special Event Grant - Hometown Holiday

Following the discussion, Brian Knight made a motion for approval of \$3,500.00, seconded by David Diaz, which carried 8-0.

- Sports Event Grant - American Cornhole League

Following the discussion, Kevin Robert made a motion for approval of \$7,500.00, seconded by Deborah Beals, which carried 8-0.

- Sports Event Grant - Cattle of the Cove - Jeff Hendricks, President of the Clay County Cattleman's Corporation was present to provide additional information and details regarding the request.

Following the discussion, Kevin Robert made a motion for approval of \$5,000.00, seconded by Neil Porter, which carried 8-0.

- Sports Event Grant - MotoSurf Games

Following the discussion, Brian Knight made a motion for approval of \$30,000.00, seconded by Kevin Robert, which carried 8-0.

- Sports Event Grant - Inspire National Dance Competition - Emily Skinner, Event Coordinator, was present to provide additional information and details regarding the request.

Following the discussion, Brian Knight made a motion for approval of \$18,000.00, seconded by Neil Porter, which carried 8-0.

Kimberly Morgan, Director of Tourism and Film Development, addressed the Council to discuss details regarding the Rugby Goals and the request for additional funding.

Following the discussion, Kevin Robert made a motion for approval of up to \$10,000.00 for Rugby Goal Post, seconded by Neil Porter, which carried 8-0

5. TDC Event Marketing Grant Subcommittee Report (S. Kelley & C.Everill).

Grant Subcommittee meeting notes from September 21, 2023.

The discussion for the TDC Event Marketing Grant Subcommittee Report can be seen at www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/October 4, 2023, beginning at 2:18:33 and ending at 2:32:34. Below is a summary of the discussion.

Steven Kelley addressed the Council to give an update regarding the TDC Subcommittee report. Mr. Kelley noted the areas discussed and gave an overview:

- Grant Guidelines
- Grant Applications Cycles
- Community Events
- Sporting Events Scoring
- Next Steps

Ms. Everill touched on the three main objectives and provided some details and feedback received.

- Grant Cycles
- Community Events and Funding
- Sports Algorithm Changes - See Attachment C.

There were questions and discussions regarding holding multiple community events, overnight accommodations, creating experiences, and supporting and marketing events, i.e., the Chili Cookoff.

Kimberly Morgan, Director of Tourism and Film Development, asked if the Council wanted to move forward with the Community Events as discussed.

Following the discussion to provide clarification regarding setting parameters, how to qualify, awarding criteria, and calibration with other events, the Council requested updated information based on the topics discussed to be given at the next TDC meeting.

Ms. Everill asked if they would want to continue moving forward with the sports scoring sheet. Chairman Cella said he would like to see it mapped out and gave a few examples. Ms. Morgan said staff would provide a chart with the details as discussed.

6. Review Meeting Schedule

- November 1, 2023
- January 3 or 31, 2024

Review of the Meeting Schedule can be at seen www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist-Development-Council/October-4,-2023,- beginning at 2:32:35 and ending at 2:36:01. Below is a summary of the discussion.

Chairman Mike Cella opened the floor to discuss the TDC meeting schedule.

There were questions and discussions regarding the November date, date options for January, and the agenda process.

The next TDC meeting will be held on November 1, 2023, and Ms. Morgan said she would talk to the team and figure out a solution for the first TDC meeting in 2024.

Old Business

7. Upcoming Events Update (C. Everill)

Please visit ExploreClay.com for the most up to date happenings in Clay County.

Upcoming Event update can be seen at [www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist_Development_Council/October 4, 2023](http://www.claycountygov.com/Government/clay-county-tv-and-video-archive/Committees/Tourist_Development_Council/October_4,_2023), beginning 2:36:03 at and ending at 2:38:43. Below is a summary of the discussion.

Caroline Everill, Tourism Program Manager, addressed the Council to give an update on the upcoming events. Ms. Everill highlighted some events taking place in Clay County.

- Amazing Grace Family Farms Festival - Held every Friday and Saturday in October and the first Friday and Saturday in November
- Theater Performances are being held at:
 - Spotlight Theater
 - The Island Theater
 - Orange Park Community Theater
- Spooky Nature Trail at Camp Chownenaw - All throughout the month of October
- Viewing of the Night Sky at Gold Head State Park - October 6th and 7th, 2023
- First Annual Harvest Fall Festival - Hosted by The Charming Sisters - October 7, 2023
- Soul Food Festival - October 7, 2023
- Rock the Box - October 7, 2023
- Several Clay County Cruzers Events
 - Third Annual Classic Car Show - October 21, 2023
 - Back to the 50s Car Show - November 11, 2023
- Fall Festival in Orange Park
- Moosehaven - Trick or Treat
- Scooters Coffee - First Annual Spooktacular Trunk or Treat - October 28, 2023
- Multiple runs - Jennings State Forrest - Four being held within the next few months

As always, check out www.exploreclay.com for all the latest information on events.

Ms. Morgan reminded the Council that on November 2, 2023 there will be a Vacation Renters Workshop and touched on topics to be discussed.

Adjournment

Chairman Mike Cella thanked the Council for all they do and said we will see you all on November 1, 2023.

Hearing no further business, Chairman Mike Cella adjourned the meeting at 6:41 pm.

Attest:

Committee Chairman


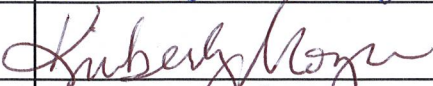


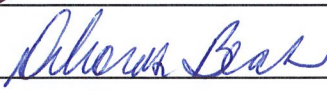
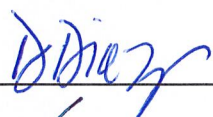

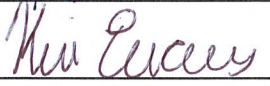


Recording Deputy Clerk

Attachment

“A”

TDC Sign-In Sheet

Tourist Development Council
 Wednesday, October 4, 2023
 4:00 p.m.

NAME	REPRESENTATION	SIGNATURE
Mike Cella	Chairman	
Kimberly Morgan	Director of Tourism & Film Development	
Caroline Everill	Tourism Program Manager	
Randy Anderson	Town of Orange Park Council (Municipal)	
Brian Knight	Pragmatic Works (Citizen)	
Debbie Beals	Keystone Heights Realtor (Citizen)	
David Diaz	Car Club Events/Accommodations (Citizen)	
Kevin J. Robert	Robert Hospitality, LLC Hampton Inn/ Hilton Garden Inn (Accommodation)	
Kimberly Evans	Aon Hospitality (Accommodation)	
Steven Kelly	City of Green Cove Springs (Municipal)	
Neil Porter	Vacation Rental Owner (Accommodation)	

Attachment
“B”
Event Marketing
Chart

FY 22-23 Event Marketing Grants						
Event Name	Event Date	FY 22-23 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Paid	Variance
Military Museum- Whistling Death	10/1/2022	\$ 677.00	12/29/2022	x	N/A	\$677
Orange Park Fall Fest	10/15-16/2022	\$ 14,000.00	1/13/2023	x	\$ 13,762	\$ 238
Moosehavent Chili Cookoff	11/12/2022	\$ 10,000.00	2/9/2023	x	\$ 9,980	\$ 20
Christmas on Walnut Street	12/3/2022	\$ 3,000.00	3/1/2023	x	\$ 3,000	\$ -
Hometown Holiday	12/9-10/2022	\$ 3,500.00	3/10/2023	x	\$ 3,500	\$ -
Military Museum - HellCat	1/21/2023	\$ 2,020.00	4/17/2023	x	\$ 2,020	\$ -
MVPA- Winter Rally and Swap Meet	2/24-26/2023	\$ 3,500.00	5/22/2023	x	\$ 3,500	\$ -
Clay County Agicultural Fair	3/30-4/9/2023	\$ 45,000.00	7/4/2023	x	\$ 45,000	\$ -
Kids Fest	4/22-23/2023	\$ 3,500.00	7/20/2023	x	\$ 3,500	\$ -
Memorial Day RiverFest	5/29/2023	\$ 3,000.00	8/22/2023	x	\$ 2,925	\$ 75
American Pride 4th of July	7/4/2023	\$ 10,000.00	9/27/2023	x	\$ 5,486	\$ 4,514
BASCA 5k	Sept. 2023	\$ 2,500.00	TBD			\$ 2,500
Totals		\$100,697			\$ 35,762	\$ 8,024

Updated August 1, 2023

FY 22-23 Sports Grants						
Event Name	Event Date	FY 22-23 Grant Award Amount	Reimbursement Due (60 Business days)	Reimbursement Info Received	Paid	Variance
Black Creek Paddling Festival	12/7-9/2022	\$ 3,500	3/8/2023	x	\$ 3,500	\$ -
Cattle at the Cove	1/27-28/2023	\$ 4,000	4/25/2022	x	\$3,739.97	\$ 260
Scottish Highland Games and Festival	2/25/2023	\$ 25,000	5/19/2023	x	\$ 25,000	\$ -
Spikeball	4/1-2/2023	\$ 2,135	6/27/2023	x	\$ 2,104	\$ 31
MotoSurf	4/21-23/2023	\$ 40,000	7/20/2023	x	\$ 40,000	\$ -
Pro Watercross	6/3/2023	\$35,000.00	8/30/2023	x	\$ 35,000	\$ -
Whistling Death	9/9/2023	\$1,500	11/11/2023			\$ 1,500
High School 9:12	9/9/2023	\$7,500	11/11/2023			\$ 7,500
						\$ -
						\$ -
						\$ -
						\$ -
Totals		\$ 109,635			\$ 31,304	\$ 9,291

Updated September 27, 2023

FD1071- CC1253- SC548005

Attachment

“C”

Algorithm Changes

Bid Scoresheet

Primary Information

Event

Dates

Local Organizing Committee (LOC)

Sports Commissions Role

Return On Investment

\$0.00

Other Bid Costs

Breakdown

Bid Fee	Total	Athlete	Athlete	Spectator	Average	Room Tax	Econ.		Off-	Mid-		Peak	Local	Reg.	Media	Bid Fee vs.
\$0	Event Costs	Rm. Nts.	Rm. Nts.	Rm. Nts.	Room Rate	Generated	Impact		Peak	Week		Rm. Nts.	Partic.	Impact	Exp.	Econ. Impact
	Pre-Event		0	0	\$90.00	\$0	\$0		Y/N	Y/N			Y/N	Y/N	Y/N	Y/N
	Event History (YEAR)				\$90.00	\$0										

Additional information about event:

LOCATION:

Scoring Values:	Totals	
	Pre-Event	Event History (YEAR)
Off-Peak = +2		
Media Value (Exposure) =		
Regional Impact = +3		
Local Group for Planning = +2		
Local Participation = +1		
Room Nights 0-100 = +1		
Room Nights 101- 500 = +2		
Room Nights 501-1000 = +3		
Room Nights 1001-1500 = +4		
Bid Fee vs. Econ. Impact = +1		
Grant Eligible = +1		
Event Revenue Potential = +1		
Marketing Plan = +1		
Event Budget = +1		
S.M.A.R.T. Objectives = +1		
Event Emergency Plan = +1		

Total points for this event =

0 0

(Maximum Points = 25)

Approx. Bid Presentation Date	
Approx. Bid Award Date	

Definitions:

- Bid Fee = The amount of money the Event Rights Holder requires to host their event.
- Economic Impact = The total # of participants x \$175 x number of nights.
- Bid Fee vs. Econ. Impact = 1 pt. if Bid Fee is 1/4 or less of the total economic impact
- Athlete Rm. Nts. = The estimated total number of room nights used by athletes throughout the event.
- Spectator Rm. Nts. = The estimated total number of room nights used by spectators throughout the event.
- Avg. Room Rate = The average room rate that is being offered by sports commission hotels for the event.
- Room Tax Generated = The total # of room nights X the average room rate X 8% room tax.
- Off-Peak = The event is occurring during the County's need period January, February, June, July, August, September, November or December
- On-Peak = The event is occurring during the peak time between Memorial Day and Labor Day.
- Mid-Week = The event includes days that are during the week (Monday-Thursday).
- Weekend = The event is strictly happening over the weekend (Friday-Sunday).
- Peak Room Nights = The most rooms used by the group in any one night.
- Grant Eligible = Does this event qualify for a Ready, Set, Go Grant through the Clay County Department of Tourism?
- Regional Impact = Will the event use a regional partner venue or use sleeping rooms throughout the region?
- Local Participation = Will hosting the event allow local citizens an opportunity to participate?
- Media Exposure = Will the event bring a significant amount of local/state/national media coverage (Local = 1pt., State = 1pt., Regional = 1pt., National = 1pt.)
- LOC/S.C. Role = Is there a local group that really wants to bring the event here and will run it, or does the Sports Commission have a larger role and need to find a group?
- Return On Investment = Economic Impact - Event Costs
- Event Revenue Potential = Does this event offer a good opportunity for revenue back to the Sports Commission?