

**MINUTES OF MEETING  
BOARD OF COUNTY COMMISSIONERS  
ST. JOHNS COUNTY, FLORIDA  
AUGUST 25, 2009  
(9:00 A.M.)**

Proceedings of a special meeting of the Board of County Commissioners of St. Johns County, Florida, held in the auditorium at the County Administration Building, 500 San Sebastian View, St. Augustine, Florida.

Proof of publication of the notice of public hearing for a Special Meeting regarding the Tourist Development Council was received, having been published in *The St. Augustine Record* on August 15, 2009.

Present were:           Cyndi Stevenson, District 1, Chair  
                              Ron Sanchez, District 2, Vice Chair  
                              Mark P. Miner, District 3  
                              Phillip Mays, District 4  
                              Ken Bryan, District 5  
                              Michael D. Wanchick, County Administrator  
                              Patrick McCormack, County Attorney  
                              Terry Bulla, Deputy Clerk

(08/25/09 - 1 - 9:02 a.m.)  
CALL TO ORDER

Stevenson called the meeting to order.

(08/25/09 - 1 - 9:02 a.m.)  
ROLL CALL

Stevenson stated that all five commissioners were present.

(08/25/09 - 1 - 9:02 a.m.)  
INVOCATION

The invocation was led by Commissioner Mays.

(08/25/09 - 1 - 9:02 a.m.)  
PLEDGE OF ALLEGIANCE

The Pledge was led by Commissioner Miner.

(08/25/09 - 1 - 9:03 a.m.)  
ADDITIONS/DELETIONS TO SPECIAL AGENDA

There were none.

(08/25/09 - 1 - 9:04 a.m.)  
APPROVAL OF SPECIAL AGENDA

(9:04 a.m.) **Motion by Sanchez, seconded by Miner, carried 5/0, to approve the Special Agenda as submitted.**

(08/25/09 - 2 - 9:04 a.m.)

1. OPENING REMARKS - THE COUNTY ADMINISTRATOR WILL GIVE AN OVERVIEW REGARDING THE COMMISSION'S PRIOR ACTIONS PERTAINING TO THE TOURIST DEVELOPMENT COUNCIL AND THIS SPECIAL MEETING

Michael Wanchick, County Administrator, announced that day's meeting was an extension of the previous meeting on August 11. He gave a recap of what occurred at that meeting and said the Board had given direction regarding: the first and second penny tax - the Commission affirmed the 40/30/30 split. The third penny - the Commission affirmed full allocation for Category I. The fourth penny - the Commission asked staff to bring recommendations back to them. Regarding "Carryforwards" - unused funds were to remain in their respective categories. The accounting technique used by the Office of Management and Budget was their preferred method of accounting.

Wanchick said that for that day's meeting they were to consider the definitions of Categories I, II, and II and consider an ordinance. He said they were to make new TDC Appointments and review the 2010 Proposed Budget including a potential fourth penny. They were also to decide on the Organizational structure.

Wanchick said the first item involved the definition of categories and there had been some miscommunication on the direction that the Board had given the County Administration and County Attorney's Office. He suggested putting the definitions at the end of the morning's discussion and some of the other items would help clarify the direction of those definitions. He said if it was acceptable, they would skip Agenda Item 2 and go right into Item 3, the appointments. *The Board moved to Item No. 3.*

(08/25/09 - 2 - 11:29 a.m.)

2. PUBLIC HEARING (CATEGORICAL DEFINITION) - AMENDING ORDINANCE NO. 86-72, IN ORDER TO REAFFIRM AND CLARIFY AUTHORIZED USES OF TOURIST DEVELOPMENT TAX REVENUES UNDER CATEGORY I AND CATEGORY III OF ST. JOHNS COUNTY TOURIST DEVELOPMENT PLAN, AND REVISING/AMENDING THE AUTHORIZED USES OF TOURIST DEVELOPMENT TAX REVENUES UNDER CATEGORY II OF THE ST. JOHNS COUNTY TOURIST DEVELOPMENT PLAN

Proof of publication of the notice of public hearing amending Ordinance 86-72, Uses of Tourist Development Tax Revenues under Categories I and III, was received, having been published in *The St. Augustine Record* on August 15, 2009.

(11:29 a.m.) Subsequently, Wanchick returned to Item 2. He said on Category I they had simply put the list of uses in sentence form and there was no issue. He reviewed the revisions to Category II from the overhead chart and noted that the definition was one he had compiled from a variety of different sources and everyone agreed on its wording at the last meeting. He said the Legal Office felt it was important to add some wording to illustrate the types of activities that they were talking about. He suggested changing the word "festivals" to "events". He noted they had also added the wording denoted by the gray type and indicated that was really what they were trying to get away from, and suggested it be deleted. He said Category III, previously a list, was now in sentence form, and fireworks and visual displays had been included in Category III, which was not appropriate either. He suggested they not discuss the definitions that day. He asked for Board consensus that the definition would be the wording on the screen, minus the wording in gray, for Categories II and III. He said they would then present one ordinance that would address all the issues as one time. Stevenson

clarified there would be a fourth category to include some of those exclusions. Wanchick said that was correct. Stevenson said she wanted to be sure that many of the categories could be included. Wanchick said many of those categories could be included under recreation if they met the test that was being imposed for TDC funding. He suggested that if those definitions were acceptable, they would be inserted into the future ordinance, and they would take no action at that time. Bryant asked if they would have an opportunity to review it again before it was drafted as an ordinance. Wanchick said they would.

(08/25/09 - 3 - 9:06 a.m.)

3. CONSIDER APPOINTMENTS TO THE TOURIST DEVELOPMENT COUNCIL AT THE SPECIAL MEETING OF THE BOARD OF COUNTY COMMISSIONERS ON AUGUST 11, 2009, A MOTION PASSED TO SUNSET THE CURRENT MEMBERSHIP OF THE TOURIST DEVELOPMENT COUNCIL AS OF AUGUST 25, 2009, TO BE FOLLOWED BY NEW APPOINTMENT OF MEMBERS OF THAT SAME DAY. THIS ITEM IS TO CONSIDER THOSE APPOINTMENTS

Wanchick introduced the item and said staff was recommending staggered terms of two, three and four years in order to provide continuity to the TDC Board. He explained that there had been 34 applications which were screened by the County Attorney's Office and by County Administration. He said there were about a dozen people they felt were not qualified. He said they contacted those people and told them they had made that determination based on their application. He said staff gave them the opportunity to provide additional information to them, and three of those applicants had done so. He said Judith Seraphin was qualified under the Hotel/Motel Accommodations category, Scott Bartosch was qualified in the Interested Parties category, and Mark Middlebrook was qualified under the Involved in the Industry category. He asked the Board to include those names. Wanchick invited anyone in the audience to come forth, if they felt they were qualified and wanted to state their credentials for consideration. There were none. He reviewed the categories being filled, and asked the Board for their input on whether they wanted three or four people from the Hotel/Motel Attractions category and from the Interested Parties category.

Sanchez said they should go with three people, like it has been in the past. He said they should keep Richard O'Brien, since he was on the Board, and they should advise the City of St. Augustine Beach, in case they wished to change their representative.

Wanchick said they were not talking about specific appointments, but whether three or four people should serve in those two categories. Sanchez, Bryan, and Miner said he would like to keep it at three people. Mays said 4. Stevenson said they had excellent applications for both the hotel and the other category. Stevenson said she concurred with Sanchez regarding O'Brien for the St. Augustine Beach applicant. *There was Board consensus for three members.*

Sanchez commented that Joe Boles' position, for the City of St. Augustine, was created by State statute, in that they had to have a representative from the most populated municipality.

**(9:14 a.m.) Motion by Sanchez, seconded Mays, carried 5/0, to maintain the seat for Richard O'Brien representing the City of St. Augustine Beach.**

(9:15 a.m.) Mays noted that the three seats were mandated and there were six seats left to be filled, three in the Hotel/Motel accommodations and three in the more general Tourist Industry category. He suggested that any applicants who were not chosen for the current openings should consider serving on other County boards or committees.

(9:16 a.m.) Stevenson suggested they discuss their nominees before they voted on them. She noted that all the applicants were well qualified.

Ross suggested they make a motion to accept the applicant for the Municipal position.

Wanchick suggested that Stevenson was permitted to make an appointment, as Commission Chair, and she should indicate who would serve on the TDC for the rest of her term.

(9:16 a.m.) Stevenson said she would like to stay on the TDC. *There was Board consensus that Stevenson should remain on the TDC Board.* No motion was required for appointment of the Board of County Commission Chair to the Tourist Development Council per Florida Statute 125.0104(4)(e).

**(9:18 a.m.) Motion by Mays, seconded by Sanchez, carried 5/0, to appoint Joe Boles to the Tourist Development Council for a partial term scheduled to expire December 13, 2010. (Elected Municipal Official from the Most Populous Municipality).**

**(9:19 a.m.) Motion by Brian, seconded by Mays, carried 5/0, to appoint Richard O'Brien to the Tourist Development Council for a partial term scheduled to expire January 1, 2012. (Elected Municipal Official). (This motion was repeated in order to include the date of the term.)**

Discussion ensued regarding the applicants who were nominated for the remaining positions.

(9:20 a.m.) Miner thanked all those who had applied and said he talked with 16 of the applicants. He said two people would be exceptional, Scott Bartosch with his unique business perspective, and Bill Hughes would provide geographical representation for Ponte Vedra for the third category. He recommended Fred Cozby for the hotel operators, but added that Frank Usina, John Yanni and Jeff Mayers were also excellent, and he would be satisfied with any of the four.

(9:21 a.m.) Sanchez said he agree with the four applicants Miner had mentioned. He said he supported Elaine Fraser, Danny Johns and Jack Peter for the Individuals Involved in the Tourist Industry. He said Johns was from District 2 and they hadn't had anyone from that District. He said Johns was trying to work towards Agricultural Tourism.

(9:22 a.m.) Bryan said he spoke with 25 people. He recommended Fred Cozby, Frank Usina, and John Yanni for the Hotel/Motel Accommodations category. He said for the Tourist Industry, he thought highly of Danny Johns, Scott Bartosch, Gerald Eubanks and James Bullock. He said it was a tough decision and he would narrow it down.

(9:24 a.m.) Mays recommended Fred Cozby of Ponte Vedra, and Jeffrey Mayers at Sawgrass for the Hotel/Motel Accommodations category. He recommended James Bullock, Bill Hughes, Danny Johns, and Jack Peter for the other three seats.

(9:27 a.m.) Stevenson said they needed balance, and suggested Fred Cozby and Jeffrey Mayers from Ponte Vedra. Stevenson said after the vote, they should see if they ended up with a good mixture of people to help carry them through the next couple of years. She spoke about Frank Usina's experience and involvement in the tourist industry.

(9:30 a.m.) Bryan said he agreed that they needed balance on the TDC Board and needed to look at all of the industries in the tourism industry. He said tourism

encompassed a lot of different things. He gave the sport fishing industry as an example. He asked them to keep diversity in mind when making their decisions.

(9:32 a.m.) Wanchick said the motions and dates were well scripted out on the overhead, with four, three and two year terms.

(9:32 a.m.) Sanchez said the applications had been great and there had been lots of media coverage. He said if someone was not elected, there were many other boards for which they could apply. He thanked Administration and the County Attorney's Office for their hard work on the reorganization.

(9:34 a.m.) Stevenson said they had been through a lot, but there was still a lot of work that needed to be done.

**(9:35 a.m.) Motion by Sanchez, seconded by Mays, carried 5/0, to appoint Fred Cozby to the Tourist Development Council for a four-year term scheduled to expire August 25, 2013. (Hotel/Motel/Accommodations Owner/Operator).**

(9:36 a.m.) *Motion by Mays, seconded by Miner, to appoint Jeffrey Mayers to the Tourist Development Council for a two-year term scheduled to expire August 25, 2011. (Hotel/Motel/Accommodations Owner/Operator).* Stevenson nominated Frank Usina. Mays then modified his motion to appoint Mayers to the three-year term expiring in 2012.

**(9:37 a.m.) Motion by Mays, seconded by Sanchez, carried 5/0, to appoint Jeffrey Mayers to the Tourist Development Council for a three-year term scheduled to expire August 25, 2012. (Hotel/Motel/Accommodations Owner/Operator).**

Stevenson nominated Frank Usina which was seconded by Sanchez. Bryan nominated Yanni, which was seconded by Mays. Discussion ensued. Stevenson said that based on the discussion the preference was clear. She clarified that there were two nominations on the floor and asked for a motion.

**(9:37 a.m.) Motion by Bryan, seconded by Mays, carried 4/1 with Stevenson dissenting, to appoint John Yanni to the Tourist Development Council for a two-year term scheduled to expire August 25, 2011. (Hotel/Motel/Accommodations Owner/Operator).**

Stevenson announced that they were now moving on to the Persons Involved in the Tourist Industry category. She asked for nominations. Wanchick noted that once again, there was a four, three and two year appointment.

Miner nominated Scott Bartosch for the four-year term, Sanchez nominated Danny Johns for the two-year term, and Bryan nominated James Bullock for the 3-year term. Mays nominated Bill Hughes for any of the positions. Stevenson nominated Bartosch for any of the positions. Sanchez said that Jack Peter also needed to be included somewhere. Mays agreed. Stevenson concurred. Miner suggested putting Bullock and Johns on the VCB or Category II funding panels. Mays said it was a good point, because the funding panels were going to have very important functions. Discussion ensued. Stevenson asked for motions for the positions.

**(9:52 a.m.) Motion by Mays, seconded by Bryan, carried 5/0, to appoint Bill Hughes to the Tourist Development Council for a four-year term scheduled to expire August 25, 2013. (Persons Involved in Tourist Industry).**

(9:52 a.m.) **Motion by Bryan, seconded by Stevenson, carried 5/0, to appoint Scott Bartosch to the Tourist Development Council for a three-year term scheduled to expire August 25, 2012. (Persons Involved in Tourist Industry).**

(9:53 a.m.) *Motion by Sanchez, to appoint Danny Johns to the Tourist Development Council for a two-year term scheduled to expire August 25, 2011. (Persons Involved in Tourist Industry).* Discussion ensued. Sanchez pulled the motion and made another motion. **Motion by Sanchez, seconded by Mays, to appoint Jack Peter to the Tourist Development Council for a two-year term scheduled to expire August 25, 2011. (Persons Involved in Tourist Industry).** Discussion ensued. **Motion carried 5/0.**

Discussion ensued about the TDC Board, other board appointments, and the future development of the tourism industry in St. Johns County.

(9:58 a.m.) Sanchez announced that he had inadvertently missed the speaker cards and offered the opportunity for anyone to speak after the fact, and apologized for his oversight. No one expressed a desire to speak.

Stevenson offered special words of thanks to those who had served on the Board but would no longer be serving in that capacity.

The meeting recessed at 10:00 a.m. and reconvened at 10:21 a.m.

(10:21 a.m.) Stevenson asked if they needed to do anything to sunset the previous board. Regina Ross, Assistant County Attorney, said nothing more needed to be done as the Board had taken the necessary action at the last meeting. She added that the currently elected board's appointments became effective immediately and would fall under the Sunshine Laws immediately. She said information would be sent to them from the County Administrator's office to remind them of their obligations. Stevenson said they needed to convene a meeting as soon as possible, as there was a lot of work to do. She encouraged Mr. Hastings to prepare them, so they would be ready to meet.

(10:23 a.m.) Bryan reminded individuals that if they wished to serve on other committees, they needed to resubmit their applications for the appropriate committees.

(10:23 a.m.) Wanchick said they would send out letters and invite the new appointees for a training session and orientation to the Sunshine Laws and other rules and regulations. He further stated that Melissa Lundquist would take any new applications for volunteers who wished to serve.

(10:24 a.m.) Sanchez clarified that the TDC Board made the appointments to the funding panels. Wanchick clarified that the BCC made appointments to the funding panel for Categories II and III. Lundquist added that they made appointments for Category II, except for two of the appointments, which were made by TDC. She said the remainder of the members the BCC would appoint, and three vacancies were opening up for February of 2010. Wanchick stated that one of their future action items was to examine the composition of those panels. Stevenson noted they had already made funding recommendation for that year, and the Board said that they did not want to interfere with that process, because the volunteer organizations were making their plans for 2009. Wanchick clarified that they would discuss the 2010 budget that day.

(08/25/09 - 7 - 10:27 a.m.)

4. DISCUSSION OF TDC BUDGET AND RELATED ITEMS - THIS ITEM IS AN EXTENSION OF BOARD DISCUSSIONS AND DIRECTION AT THE SPECIAL MEETING HELD ON AUGUST 11, 2009. TOPICS WILL INCLUDE THE PROPOSED TDC BUDGET FOR FY 2010, ORGANIZATIONAL STRUCTURE AND RELATED ITEMS. THE PUBLIC WILL BE INVITED TO GIVE COMMENT DURING THIS DISCUSSION

Wanchick introduced the item, stating that the Board wanted to examine the budget for 2010 and the proposed budget was in their backup material. He said staff had examined it by line item and did not find anything that was out of line. He said certain things had been taken out of the three categories that really weren't appropriate, and there was a desire to remove those things and fund them in some other manner. He said to do so, it was necessary to identify a funding source. He said that was part of the discussion at their previous meeting; the possibility of establishing a Fourth Cent. He showed a slide (Exhibit B) and reviewed Category I and said if they extracted those line items, (the Destination Master Plan, Debt Service for the WGV Convention Center, and Administration and Insurance) there would be additional monies (\$223,297) to go for other things in that category devoted to their core mission. He said it was exactly the same situation with Categories II and III. He said if those line items were removed, they would have to fund them from the fourth cent. He suggested they might want to decide whether those items should still be funded. He said if they agreed with that approach, they would ask the TDC to go through their budget and identify those items they felt should no longer be taken out of those categories. Wanchick gave an overhead presentation (Exhibit C) to illustrate the proposed allocation by each of the four cents. He said that was the approach they were recommending. He said they might want to switch the allocation categories for the third and fourth cents since there was more flexibility in the marketing and promotions category as permitted by the State. He added they might also want to wait until the Destination Master Plan was completed and see what would be recommended.

(10:32 a.m.) Bryan asked if it would be a permanent switch. Wanchick said it would be permanent in order to bring them into compliance with State law.

(10:32 a.m.) Sanchez clarified they would assign the entire fourth cent to marketing and advertising. Wanchick said they were recommending that what would be the third cent would be split in any way they deemed appropriate. The fourth cent would be 100 percent marketing. He added that it would give the board flexibility.

(10:33 a.m.) Mays said the third cent stayed the same, but was moved to the fourth cent. He said items one, two, and three would receive more money by removing the items that really didn't fit in those categories and putting them in a different category. He said it would create quite a bit more money for all of the categories, while at the same time, creating more appropriate categories for events that didn't fit into the other categories.

(10:34 a.m.) Sanchez said the problem was they did not have the flexibility in the fourth cent and that was why they were moving that to the third cent.

(10:35 a.m.) Wanchick said he recommended they should not try to split the money at that point. He suggested they could split the residual funds any way they wanted. He suggested they wait until after the Master Development Plan was finished and also recommended a Reserve Account be established.

(10:36 a.m.) Stevenson said there had been an unexpected opportunity as well as a decline in revenues. She said this should reduce the friction between the various categories.

(10:37 a.m.) Wanchick said if they went forward with the fourth cent, the next year would be a transition year, to see how to best implement it. He said they needed direction from the Board on how to prepare an ordinance pertaining to or enacting the fourth cent.

(10:38 a.m.) Stevenson clarified the process for the additional penny, stating that the BCC set the general direction, and would allow the TDC to wrestle with what would go into the additional penny and then return to the Board with a recommendation. Wanchick said that was correct.

(10:38 a.m.) Wanchick said they wanted to make sure that the administrative debt service didn't grow to take the entire penny. He said at some point they might want to say it was "x" percentage and they did not want it to exceed that percentage.

(10:38 a.m.) Stevenson said they would continue to have beach re-nourishment issues that would be very important, and they needed to designate a certain amount of money towards that. She said it was a 50 year commitment.

(10:39 a.m.) Miner said he agreed with adding a fourth cent. He suggested using the remainder by splitting it 50/50 amongst category II and III or, at the very least, by dividing it into even thirds amongst three categories, if there was not support for the 50/50.

(10:39 a.m.) Ross clarified that they would be reconsidering the redistribution of the third cent, and if they so decided on the fourth cent, they would levy the fourth cent and allocate the distribution of the fourth cent as well. She said they were looking at two separate actions and they would need two separate motions. She said the third would be required to be done by ordinance. She added that reconsidering of the distribution and levying of the fourth cent would also be done by ordinance.

(10:41 a.m.) Stevenson said they would simply be giving staff direction. She said she supported the fourth cent and would only support the swap, if the fourth cent passed. She said the allocation of the third cent should come with recommendations from the new funding panel.

(10:42 a.m.) Wanchick said they did not need to make the decision of the allocation that day. He stated that staff needed direction regarding the fourth cent, consistent with the extraction of those expenditures felt to be inappropriate. He said they would be placed in the additional cent category.

(10:43 a.m.) Sanchez asked if they would have to do all the changes at the same time. Wanchick said yes, but they could do them as the ordinance was presented. Sanchez said he had no problem with it, and he had no problem with 30/30/40 through the third cent, with the fourth cent going totally to marketing and advertising. Wanchick said there was no intent to diminish any categories funding. He said they were doing this to accommodate the State law.

(10:44 a.m.) Mays said he agreed with the switch of the third and fourth category and recapped what they were attempting to do. He said he agreed with Sanchez on the 30/30/40 split for the third cent.

(10:45 a.m.) Wanchick reiterated that for 2010 the money would not be available, at least for the first half of the year. He said they would have to be flexible within the categories until the new income stream became available. He said there might be an opportunity to reimburse as the year progressed, but that could not currently be determined with certainty.

*Stevenson said there was consensus of the Board to proceed with developing an Ordinance for the fourth cent.*

(10:46 a.m.) Stevenson said she wanted to be clear about what they were asking of the TDC. She said they wanted them to identify the items that should go into the fourth cent and make a recommendation to the BCC. She said she wanted to clarify that the 2010 budget for the Category II funding panel recommendations had not been finalized.

(10:47 a.m.) Hastings clarified that the funding panel had reviewed the applications and made recommendations, but had not gone to the TDC Council yet for consideration. He said that would be the next step.

(10:47 a.m.) Stevenson asked if they needed to expedite the TDC timeline. Hastings responded that they were getting close, and there were some things that would come up in October that they would try to facilitate one way or another. He said it was something they didn't want to put off much longer.

(10:48 a.m.) Wanchick suggested the Board give a green light to the TDC for the budget presented that day, so they could present their budget process as they did annually.

(10:48 a.m.) Mays said he had a problem with that, as there was an issue with the Category II funding within Ponte Vedra. He said it might have been worked out, but he wanted to be sure that it had been before it moved on to the TDC. Stevenson clarified that he was recommending that the Funding Panel revisit the funding recommendations. Mays said he could accept that for the existing Category II funding. He said they simply needed to reconvene to do it.

(10:50 a.m.) Sanchez brought up the contract where people request money in Category II. He said the contract was enormous. Hastings said it was introduced by the County Attorney's Office. Sanchez suggested they try to trim it down so the applicants weren't scared when trying to fill it out. He said it should be as simple as possible. Wanchick said they were currently going through that process.

(10:52 a.m.) Bryan discussed controls over the entire process including performance measures and auditing. He said there was not enough accountability once the grantees received their grants. He said they needed to be accountable and a standardized audit system needed to be put in place.

(10:54 a.m.) Stevenson summarized: they were going back to the Category II Funding Panel to look at the applications, the new TDC Board would receive training, and they would be making recommendations on their normal budget process, including putting some things that they would recommend going into the fourth penny.

(10:54 a.m.) Wanchick said staff needed direction for the fourth cent.

(10:54 a.m.) Ross stated that they needed to clarify distribution on the third cent, the possibility of levying the fourth cent, and how they wanted the fourth cent allocated. Stevenson asked if they were going to make allocation decisions and draft the ordinance at the same time. Wanchick said there were some statutory timeframes they needed to

go through. Stevenson asked that they be tracked simultaneously because they needed to move on.

(10:55 a.m.) Wanchick discussed and presented an overhead of the Recommended Organizational Structure (Exhibit D). He noted it was the structure under which they currently operated. He said an alternative was also available with the same structure as the TDC currently had, but with the VCB hiring a Managing Director with their own funding (Exhibit E) with the VCB staff under that person. He said the County would retain an Executive Director for the TDC as a whole. He said it would give the VCB the latitude to conduct its own affairs.

(10:58 a.m.) Miner said he was in favor of the latter proposal. He further suggested that the position of the existing Executive Director be looked at as well, as they were looking at a complete fresh start, and they needed to look at that position as a Board.

(10:59 a.m.) Sanchez said he had no problem with the County Administrator and the TDC Council having control over all that activity. He said he saw no need for a VCB Managing Director. He said he would go along with the structure in the first presentation.

(10:59 a.m.) Stevenson commented on the importance of leaving hiring decisions in the proper place. She went along with the Recommended Organizational Structure as proposed. She said they hired the Administrator to make hiring decisions.

(11:02 a.m.) Sanchez agreed with Stevenson's comments. He said he did not want to get into any form of micro management. He said they should leave it to the Administrator.

(11:03 a.m.) Wanchick clarified that Administration could support either choice. He said he felt strongly there was a role for the Executive Director, but it would change under the second option. He said they could make an effective case for either choice.

(11:05 a.m.) Mays commented on the VCB's right to hire their own professional director, as it was their own money. He said they would become accountable for the marketing success, as opposed to the County being accountable for it.

(11:05 a.m.) Bryan said it was critical to keep in mind that they wanted autonomy and they wanted control over how the marketing was done. He said there had also been a recommendation for a marketing committee that could meet quarterly to discuss marketing issues. He said he hoped to see more individuals working together. He said he was comfortable allowing the County Administrator to make the necessary decisions, and he was willing to go along with the recommended Organization Structure.

(11:07 a.m.) Miner said he took issue with the reference to micro management. He said they needed to examine all elements of the organizational structure. He said he hoped the TDC would have some discretion over who would be working for them. He said an Executive Director and a Managing Director was redundant and probably unnecessary. He said they needed to get down to details and be sure they all agreed on the organizational structure.

(11:08 a.m.) Sanchez said there were three commissioners who supported what was on the Board, and he mentioned micro management because it was not the responsibility of the Board. He said their position was to give direction, and they had done that. Miner said that what was on the chart entailed the ability to have a Managing Director as well as an Executive Director. Sanchez said that was right. Miner said he did not see

on the chart what it would consist of. He asked for clarification. Mays said it did allow the VCB to hire their own director, but they were doing it with their own money. He said it was money that was going into that area, no matter what, so they had the right to direct where that money was going. Bryan said that was what they had requested. Miner said that was what the people who were collecting the taxes wanted.

(11:09 a.m.) Wanchick stated that it was the right of the VCB to hire its own Managing Director in addition to the Executive Director.

(11:10 a.m.) Sanchez said he agreed with the organizational chart and he totally trusted Wanchick to determine whether they needed a managing director or not. He said he just wanted to see improvement in the results for the betterment of St. Johns County.

(11:11 a.m.) Wanchick said they were all trying to make the TDC efforts as successful as they could. He said they wanted to let the TDC and VCB oversee their own affairs. He said it would be their call and it was their money. He said the Board was trying to set them up for success.

(11:12 a.m.) Stevenson said the Executive Director for the TDC had been operating with fuzzy definitions and with a set up that had caused controversy between the various parties. She said the solution would become evident, clear, and factual as they moved forward. She said she was hearing that there was a role for support over the entire area.

(11:15 a.m.) Sanchez said there was a public speaker who wished to comment.

(11:15 a.m.) Miner said he absolutely agreed with hiring the VCB managing director, but that the TDC should have that same right.

(11:16 a.m.) Mays clarified that they were agreeing on the slide that was on the overhead, which included the VCB Managing Director. He cautioned that they should require a quarterly meeting or they would have the various categories going off and doing their own thing. He said the categories needed to work together and to meet at least quarterly to leverage the dollars they received.

(11:17 a.m.) Bryan suggested a joint marketing committee which could pool their resources in a cohesive marketing manner. He said regarding the Organizational Chart and the Executive Director's position, that it provided oversight to the various agencies, and it was important to remember that.

(11:19 a.m.) Wanchick said if they retained an Executive Director and they hired a Managing Director of the VCB, the role of the Executive Director would change but they could complement each other. He said they had not done a top to bottom analysis for over twenty years, so the action was important.

(11:20 a.m.) John Yanni, 38 Lee Drive, St. Augustine Beach, recently appointed TDC member, asked them to give the newly appointed TDC the opportunity to make a recommendation on the structure before action was taken. He said it would have a lasting impact on the way things were done. He said he saw some things left undefined. He said some current County staff were VCB people. He said there were areas of the county and of the industry that felt underrepresented and he felt their input was important to build consensus with the public.

(11:22 a.m.) Sanchez said he would like to see the TDC make recommendations to the Administrator. He said his whole purpose was to bring everyone together and if it

didn't work, he would be the first one to step up and say that they needed to make changes. He said they all had to work together or the process would not work.

(11:24 a.m.) Wanchick said if they endorsed the organizational structure, they were only allowing the VCB to make their own decisions. He said they would not be County employees; they would be VCB employees. He said they were giving them the option they had asked for.

(11:24 a.m.) Bryan said this was a proposed organizational chart. He said it was not set in stone. Wanchick said the one that would stay in effect, would be the first option, until they decided otherwise.

(11:25 a.m.) Stevenson said Florida statute put stewardship of the collected tax money under the TDC. She said it was a very powerful board, and a lot of people were counting on them.

(11:29 a.m.) *There was Board consensus for the organizational structure presented on the overhead screen, with Miner opposed.*

*Wanchick returned to Item 2 to the discussion of "Definitions".*

(11:34 a.m.) Wanchick said there were millions of dollars at stake and these were important decisions. He returned to the last slide and concluded.

He reviewed the action steps, consistent with the Board's approval that day:

- Adopt fourth cent bed tax ordinance with allocations (BCC)
- Complete VCB Board reorganization to nine members (VCB)
- Develop performance and accountability measures (TDC)
- Review members of Category II and III funding panels (BCC)
- Define TDC/VCB staffing responsibilities (BCC/TDC)
- Complete Destination Master Plan (PGAV)
- Other actions identified by Commission

He said a lot of this would be done behind the scenes and would be presented to the Board at a later time. *There was Board consensus to move forward as outlined.*

(11:39 a.m.) Wanchick suggested that there be an opportunity for any public comment. There was none.

(08/25/09 - 12 - 11:39 a.m.)

#### 5. OTHER BUSINESS AS NECESSARY

(11:39 a.m.) Bryan said ambassadors from Haiti and Spain would be at the Casa Monica on Friday and Saturday in commemoration of the first African American General in the country. He also commended everyone for taking the time, showing interest and coming out for that important issue.

(11:40 a.m.) Stevenson mentioned an article in *The St. Augustine Record* about three historic homes being saved in St. Augustine. She said the City of St. Augustine Historic Architectural Review Board (HARB) had asked the Board to adopt an ordinance for a ten year period instead of a five year period, on historic renovations for historic buildings. She asked if the Board was willing to hear that and move it ahead in an expedited manner. She said it might make a difference for the City. She said it involved not taxing improvements to buildings for a few years and it would allow them to get some improvements in place, in time for the historic celebrations that were

coming up. She said the County had an existing ordinance, and it would be a question of expanding it from five to ten years. She asked for Board consensus. Mays said he wanted it to be closely reviewed. *There was Board consensus to hear it.*

Stevenson said Mr. & Mrs. Usina's family had worked for four generations for St. Johns County and both were listed in the Florida Tourism Hall of Fame. She said she would like to recognize them for their lifetime contributions. *There was Board consensus to do so.*

(11:46 a.m.) Stevenson said they needed to appoint another person to serve on the Advisory Panel, as a citizen representative from St. Johns County, to the FDOT seven county Regional Transportation Authority. She said the recommendation from Darrell Locklear was Daniel Kristoff, Jr. *There was Board consensus to appoint Kristoff.* Stevenson said she would send the recommendation to Secretary Baldwin. (Exhibit G).

(11:47 a.m.) **Motion by Bryan, seconded by Miner, carried 5/0, to adjourn the meeting.** With there being no further business to come before the Board, the meeting adjourned at 11:47 a.m.

Approved \_\_\_\_\_ October 6 \_\_\_\_\_, 2009

BOARD OF COUNTY COMMISSIONERS  
OF ST. JOHNS COUNTY, FLORIDA

By: *Cyndi Stevenson*  
Cyndi Stevenson, Chair

ATTEST: CHERYL STRICKLAND, CLERK

By: *Cheryl Strickland*  
Deputy Clerk

