

**MINUTES OF A JOINT WORKSHOP MEETING OF THE
BOARD OF COUNTY COMMISSIONERS
AND TOURIST DEVELOPMENT COUNCIL
ST. JOHNS COUNTY, FLORIDA
JUNE 7, 2010
(1:00 P.M.)**

Proceedings of a joint meeting of the Board of County Commissioners and Tourist Development Council, St. Johns County, Florida, held in the County Auditorium at the County Administration Building, 500 San Sebastian View, St. Augustine, Florida.

Proof of publication of the notice of the joint workshop meeting of the Board of County Commissioners and Tourist Development Council was received, having been published in *The St. Augustine Record* on June 1, 2010.

Present were: Ron Sanchez, District 2, Chair
 Ken Bryan, District 5, Vice Chair
 Cyndi Stevenson, District 1
 Ray Quinn, District 3
 Michael D. Wanchick, County Administrator
 Patrick McCormack, County Attorney
 Lenora Newsome, Deputy Clerk

Also present: Fred Cozby, Chairman TDC
 Scott Bartosch
 Jeffrey Mayers
 Rich O'Brien
 Jack Peters
 John Gianni

(06/07/10 - 1 - 1:01 p.m.)
CALL TO ORDER

Sanchez called the meeting to order.

(06/07/10 - 1 - 1:01 p.m.)
Stevenson gave the Invocation and Sanchez led the Pledge of Allegiance.

(06/07/10 - 1 - 1:02 p.m.)
ROLL CALL

Dena Masters, Office Manager TDC, called the roll for both the Board of County Commissioners and Tourist Development Council, with Commissioner Phillip Mays absent.

(06/07/10 - 1 - 1:03 p.m.)
GREETING BY COMMISSIONER RON SANCHEZ, CHAIR

Sanchez welcomed everyone and said that he hoped that they could discuss things and move on with the process.

(06/07/10 - 2 - 1:03 p.m.)

1. DISCUSSION OF THE TDC'S ARTS & CULTURAL CATEGORY

Michael Wanchick thanked everyone for being there. He said Glenn Hastings, Director TDC, would give a short presentation on how they got to where they were this day and reviewed the eight recommendations that came out of the consultant's study that was commission. He stated that they made tremendous progress so far.

A. Existing Category II Funding Panel

(1:06 p.m.) Glenn Hastings, TDC, gave a presentation, *Exhibit A*. He mentioned having an increase in bed taxes. He presented their objective. He reviewed how the funding panel was created historically. He said the purpose of the meeting was centered on the grant program.

B. Revenue uses related to Arts & Culture

(1:10 p.m.) Hastings reviewed the Tourist Development Tax uses, relating to arts and culture.

C. Review new definition: Arts & Culture

(1:11 p.m.) Hastings spoke on activities promoting St. Johns County tourism.

D. Funding Panel/TDC actions to date

(1:12 p.m.) Hastings reviewed the funding panel actions. He stated that the Cultural Industry Committee report recommended: working with the County Administrator to hire a cultural consultant to develop a plan for future use of Category II funds and the funding panel should remain for grant evaluations and approvals.

F. Discussion of Organizational Structure

(1:15 p.m.) Hastings briefly reviewed the eight TDC recommendations. He spoke on RFP or RFQ processes.

(1:17 p.m.) Hastings spoke on the option of using a not-for-profit organization to administer the arts and cultural programs. Hastings asked if they wanted to move forward in utilizing a 501(c)(3) for the management of Arts, Culture, and Category. Bryan stated that he approved the recommendation regarding the 501(c)(3). Sanchez mentioned that he thought that this day was just for discussion. Yanni spoke on needing direction from the BCC. Bryan spoke on making decisions. Wanchick said if the BCC was comfortable on taking action they could that day. Sanchez spoke on the voting. Stevenson mentioned that she had questions about how they got to where they were that day. She said that she would like to understand the basis on how the TDC came up with their recommendations, and voiced her primary concerns.

(1:24 p.m.) Cosby made comments on how they got to where they were. Bryan spoke on several considerations which were taken into place and matching funds.

(1:27 p.m.) Bartosch said that they had a goal of stimulating tourism in St. Johns County, but from a historical, cultural, and arts point of view, they had no organization planning on what should be done. He asked how they should put in place a plan that made sense. He said they needed to put in place an organization with strong leadership, with a professional, from outside of the county, who had done this in the

past, or was doing it now, He said that person would gain the direct advantage of making some sense out of all the assets that they had. He said that they were trying to put together a historical, arts and cultural group or agency within the county to figure out how to it make sense. He voiced his concern.

(1:30 p.m.) Stevenson recommended re-titling this to culture and heritage in their original ordinance. She spoke on the mission changing, and stated that she would like to consider the issues at the end of the hearing before taking a position. She voiced her concerns.

(1:33 p.m.) Bartosch spoke on it not being the Cultural Council or a 501(c)(3). Stevenson responded. Sanchez said he was trying to get everyone on the same page. Yanni stated that Stevenson raised some concerns that he shared. He was concerned about the overhead and duplication between the Category II Funding Panel and the Cultural Council. He spoke on funding guidelines and said all they could do would be to give money or not. Sanchez mentioned having a termination clause. Bryan spoke on the heritage part. He said to make sure that there was total conclusion, and that they needed an escape clause in case it didn't work out. He spoke on being in compliance with the statute. Stevenson stated that she would like to know what they anticipated for the budget. She stated that she found it a little difficult that it was going on exactly the way it had. She spoke on members of the panel.

(1:45 p.m.) Hastings gave the projected budget amounts. Stevenson spoke on the recurring revenue and estimated cost of operation. Hastings responded. Hughes spoke on expense and recommendations.

(1:48 p.m.) Wanchick noted that they were touching on some subsequent questions. He said that they were ready to do whatever the Board thought made sense for that initiative.

(1:48 p.m.) Bartosch spoke on budget projections, that extended for three years and did not go above 15 percent. Stevenson spoke on the request for a visitor information center. Bryan spoke on criticizing the TDC. He said the recommendations were very well thought out. Stevenson stated that she had requested a copy of the working papers because she had seen more complete information before, and she didn't have the budget information in the materials that she recently reviewed. Hastings said the first part was, whatever they wanted to go with the 501(c)(3), and the second part of it was what process they wanted to use. He stated that the options were; utilize the existing relationship with the Cultural Council as had been recommended, or go through an RFP process.

(1:52 p.m.) McCormack stated that the Board could take action that day. He spoke on making a decision on the contract and advised the Board that, if they did decided to contract with the 501(c)(3) for that function, it would be appropriate to do an RFP for those services. Stevenson mentioned starting with something clean, not an existing corporate shell, so they didn't inadvertently step into an obligation with new capital. McCormack replied, in general, the Statute at 125.0104(5)(a) did allow the Board to use entities to promote tourism and that would be why an RFP process would be good.

- G. Future Funding Panel options
 - i. Purpose of the Funding Panel
 - ii. Funding Panel's future role

(1:58 p.m.) Hastings spoke on the funding program and stated that they needed to have some idea on how important it was. Sanchez spoke on the requirement in the RFP request. McCormack spoke on BCC functions. Hastings spoke on the role of the funding program. Bartosch spoke on heading toward an entity to manage Category II. Yanni asked if there would be any funding other than Administration which was not used to fund the Category II program and grant applications. Hastings replied that marketing and marketing support could be a part of it. Stevenson asked for that document to come before the BCC during the RFP process so they could see it. Peters stated that everyone was in agreement with creating the 501(c)(3) entities. Sanchez said that the TDC could request the RFP. McCormack recommended that the Board request the RFP. He said that Joe Burch, County Purchasing Director, reminded him that by their code, contracts that were expected to be over 100k, were required to come before the Board. Bryan asked if one of the Commissioners could move to give direction to staff to move on what they were discussing. McCormack replied yes.

iii. Funding program guidelines development

H. Other structure/funding issues/timeline

(06/07/10 - 4 - 2:12 p.m.)

PUBLIC COMMENT

Eva Doolittle, 3624 Lone Wolf Trail, Chair of Cultural Industry Committee, urged everyone to move this process forward because there was a timeline.

(2:15 p.m.) William Jones, 850 A1A Beach Blvd. #136, urged the Board not to cast a vote that day because the public was not notified. He spoke on the recommendations changing.

(2:18 p.m.) Bob Samuels, President of St. Augustine Beach Civic Association, 110 Mickler Blvd., commended the Board for taking the TDC forward because change was never easy. He voiced his concerns. He spoke on categories of use. He said the Board of Directors had some problems with his concerns.

(2:22 p.m.) Ginger Peace, Executive Director of the Ponte Vedra Chamber, 29 Turtleback Trail, said that limiting grant requests to only 501(c)(3) involved in cultural activities, would prevent any Chamber of Commerce or any other Civic Organization from doing events that benefited tourism here.

(2:24 p.m.) Diane Bradley, President of St. Augustine Art Association, 144 Cedar Ridge Circle, commended the Cultural Council for bringing everyone together as a group, to look at arts and culture in St. Johns County, and have it take a different direction. She, too, had some concerns of them being the oversight group.

(2:25 p.m.) Wanchick suggested letting Hastings finish framing the questions, and he thought a lot of things would be answered in due course. He stated that if they were going to do an RFP, they needed some directions.

(2:27 p.m.) Hastings spoke on getting a general overall direction. He stated the funding panel members would be appointed by the Commission. He wanted direction from the Board. Sanchez said that they should eliminate the involvement of the County Commission as much as possible from operations. He said that was why they had the TDC. Stevenson said that she thought it should be appointed by the County Commission. Bryan disagreed. Quinn recommended that they would be appointed by the TDC and confirmed by the County Commission. Sanchez agreed also.

(2:30 p.m.) *Sanchez said there was a consensus that the funding panel be appointed by the TDC.* Hastings asked who the funding panel would be reporting to. Sanchez said to the TDC. Bryan agreed. Cozby suggested that was the function of the TDC. Stevenson agreed. *There was a consensus for the funding panel to report to the TDC.* Hastings asked about guidelines for the funding program. Stevenson asked if the funding program would be how much was grants and how much was marketing. Hastings said it could be that, or it could be addressing individuals who could apply, who was eligible and who was not. Wanchick stated that he didn't think they could resolve everything that day, but if they identify their approach to it, they could start to move through those issues. Sanchez said that he had no problem with the Development by Task Force, appointed by the TDC, and reviewed by the BCC. Stevenson stated that she did not understand why municipalities could not be eligible to receive that funding, and that there were a lot of constraints in that recommendation. Yanni said that he would ask the TDC, to tell them why the municipalities would be excluded. O'Brien stated that was one of the recommendations from the Funding Panel to the TDC at that level, that the restriction be struck. Discussion followed. Sanchez asked if there was a consensus on the funding program guidelines to be developed by a Task Force appointed by the TDC with BCC approval. (2:35 p.m.) *There was a consensus of the Board.*

(2:36 p.m.) Hastings spoke on having a separate division, or operating under the umbrella of the managing organization, tracking the money, and doing an RFP. Lengthy discussion followed.

(2:40 p.m.) Hastings spoke on the timeline and how soon they wanted to get all that done. Wanchick stated that he was hesitant to put a date on it, and suggested starting the RFP and going from there. He mentioned making sure to have sufficient financial plans and that they could maybe do it next year. He stated that they would pull the trigger when they have sufficient funds. Wanchick mentioned that they could do some bridge funding for a relatively small amount, to be paid back. Sanchez stated that they would want to have a director before they hired staff. Wanchick said that the director would be a knowledgeable person in the industry. Hastings stated that the final recommendation from the TDC concerned retaining the consultant who had done the implementation plan for them, and asked if they should prepare that for a future BCC meeting. He said that he didn't think that there was a significant amount of work that needed to be done at that point. He said that they had been able to identify who was going to do certain things that afternoon, so they would be able to move forward with those things. Discussion followed on the consultant.

(2:46 p.m.) Sarah Miller, 215 Argonaut Road, Regional Director for the Florida Public Archeology Network, spoke on what culture meant, what brought visitors to St. Johns County, and about making sure heritage was presented in the title.

(2:49 p.m.) Phil McDaniel, Chair of the Category II Funding Panel, 51 Water Street, spoke on community people wanting to do the right thing, the benefit of one organization running things, looking at scoring 62 grants next week, planning not just about grant management, and consideration from BCC to look at creating an alternate grants funding program for non tourist activities that there had been funding for.

(2:52 p.m.) Jason Morrow, 56 Saragossa Street, spoke on civic tourism, and in support of the cultural development plan.

(2:54 p.m.) Hester Longstreet, Chairman of the Beautification Board in St. Augustine Beach, 11 13th Street, spoke on the Commission rushing on making decisions on something that had long lasting affects on many of the organizations present.

(2:56 p.m.) Sandra Parks, 71 Valencia Street, President of the St. Johns County Cultural Council, shared points that would bring clarity. She asked the Cultural Council members to stand.

(3:02 p.m.) Jack Peters left the meeting.

(3:03 p.m.) Wanchick stated that that day's meeting wasn't adopting the consultant's report, nor rejecting that report. He said that report proposed some very important questions that needed to be answered that day. He stated that nothing final was being adopted that day. He reviewed what the Board wanted; have administration identify an organization consistent with State law to manage the TDC Category II Funds, and use an RFP process to do it. He said, regarding the funding program role, the BCC wanted the TDC to carry out that role. He stated that the BCC wanted the TDC to make those appointments, confirmed by the BCC. He said regarding the reporting options, the BCC wanted them to report to the TDC. He stated that the funding guidelines were to be developed over a period of time, and they wanted a Task Force appointed by the TDC and didn't want the Board to be involved, to use the TDC in the manner in which it had been setup. Hastings said that the Task Force appointed by the TDC, the guidelines themselves, would come back to the Commission for approval. Wanchick asked if they wanted the Task Force membership to be reviewed by the VTC or if they were comfortable with the TDC handling it. (3:06 p.m.) *There was a consensus by the Board for it to be reviewed by the BCC.* Wanchick asked, dealing with organizational structure options, if they wanted it to be an organization dedicated to tourism almost exclusively. Sanchez replied yes. He stated that the Executive Director would pursue an RFP, almost immediately, which would take about 90 days to do, and funding the organization itself would be based on when funding became available, or if need arose, the Commission could consider a loan to the Category II category. Wanchick said the future consultant service would be determined later. He said they had what they needed to move forward.

(3:07 p.m.) Stevenson stated that the Jazz Feasible in Jacksonville was organized by a group that was not strictly an arts and cultural organization, and that she would like for those organizations not to be ruled out. She said that she was glad that they were not accepting the report that day, because she had some concerns about it. She stated that she appreciated everything that had been done, but that they needed to communicate more. Bryan said that he appreciated all the folks that came out that day to speak. Yanni mentioned, after listening to a lot of the public comment, that he thought that, under the banner of arts heritage and culture, there was a lot of worthwhile performances and organizations that needed funding but didn't fit under the category of directly promoting tourism. Discussion followed.

(3:13 p.m.) Sanchez thanked everyone and stated that the TDC met there and was televised.

(06/07/10 - 6 - 3:14 p.m.)

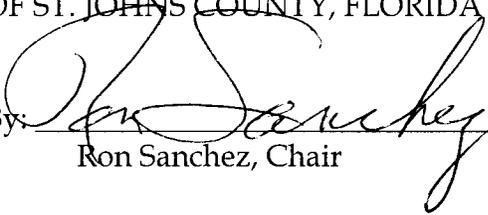
OTHER BUSINESS

None.

With there being no further business to come before the Board, the meeting adjourned at 3:14 p.m.

Approved July 20, 2010

BOARD OF COUNTY COMMISSIONERS
OF ST. JOHNS COUNTY, FLORIDA

By: 
Ron Sanchez, Chair

ATTEST: CHERYL STRICKLAND, CLERK

By: 
Deputy Clerk

