

Tourist Development Council Regular Meeting
AGENDA
Monday, July 20, 2015 at 1:30 PM
St. Johns County Auditorium, 500 San Sebastian View

1. CALL MEETING TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. APPROVAL OF AGENDA – *(Action Required)*

5. APPROVAL OF MINUTES – *(Action Required)*

- a. Regular Meeting June 15, 2015 – [Minutes](#)

6. PUBLIC COMMENTS – *Not related to agenda items (3 minutes per speaker)*

7. PRESENTATION OF DRAFT FY2016 MARKETING PLANS *(For Review/Action Required at August 24th TDC Meeting)*

- a. [Destination Marketing Category](#) – R. Goldman, St. Johns County Visitors & Convention Bureau

- b. [Arts, Culture & Heritage Category](#) – A. Witt, St. Johns Cultural Council

8. PRESENTATION OF ADDITIONAL FY2016 TOURISM DEVELOPMENT RELATED INITIATIVES

- a. **Leisure & Recreation Category** (Sports Travel) – W. Smith

- b. **Beach Maintenance & Enhancement** – B. Zeits

- c. **Admin & Special Uses** – G. Hastings

- d. **Cultural Events** – R. Murphy

- e. **Ponte Vedra Visitor Experience Enhancement** – G. Hastings

9. FY2016 Budget – G. Hastings *(Action Required)*

- a. [Overview](#)

- b. [Destination Marketing](#)

- c. [Arts, Culture & Heritage](#)

- d. [Leisure & Recreation](#)

- e. [Admin & Special Uses](#)

10. RECREATION & LEISURE – Wil Smith *(Action Required)*

a. **Miami Tri Events, LLC** – Funding Request – \$7,500 – [St. Augustine Half Marathon](#)

b. **Destination Meets, LLC** – Funding Request - \$10,000 – [USAG Florida Level 1-2 State Gymnastics Championships](#)

11. **REPORTS** – [LOTDT Reports](#) (*LOTDT 2015 Report, By Type/Zip*)

12. **MEMBER COMMENTS**

13. **ADJOURN**