

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL
Regular Meeting
Monday, June 19, 2017, 1:30 p.m.

1. CALL TO ORDER – Jack Peter, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL – Traci Anderson
4. APPROVAL OF AGENDA (Action Required)
5. APPROVAL OF MINUTES (Action Required)
 - Regular Meeting – February 27, 2017
 - Regular Meeting – March 20, 2017
6. PUBLIC COMMENT – 3 minutes - Not related to agenda items
7. PRESENTATION:
 - SJC Chamber of Commerce – Isabelle Rodriquez
 - Visitor Experience Enhancement Study – University of Florida
 - Destination Tourism Growth Plan - SJC Chamber
8. ADMIN AND SPECIAL USES – Tera Meeks
 - TDC Member Vacancies (Action Required)
 - Public Comment
 - FY18 Requested Budget Update
 - Recap of FY16 Visitation Numbers
9. PRESENTATION - FY18 MARKETING PLANS (Action Required)
 - VCB Marketing Plan – Richard Goldman
 - Cultural Council – Andy Witt
10. ACH GRANT PROGRAM – Andy Witt (Update Only)
11. MONTHLY REPORTS PROVIDED IN PACKETS
 - Questions or Comments?
12. MEMBER COMMENTS
13. NEXT MEETING DATE – July 17th
14. ADJOURN