

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL
Monday, March 16, 2020 1:30 p.m.
County Auditorium

1. CALL TO ORDER – Danny Berenberg, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL – Dena Masters
4. APPROVAL OF AGENDA (**Action Required**)
5. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting – January 27, 2020
6. PUBLIC COMMENT – 3 minutes - Not related to agenda items
7. PUBLIC RECORDS AND SUNSHINE REFRESHER
8. CITY OF ST AUGUSTINE BEACH FUNDING REQUEST
9. SPORTS MARKETING GRANT APPLICATIONS (**Action Required**)
 - North FL Kick Off Classic – Recommended Funding - \$7500
 - Journey of the Stars – Recommended Funding - \$7500
 - Sunshine State Championships – Recommended - \$7500
 - Battle of the Beach -Recommended - \$15,000
 - The Junior PLAYERS Championship & Billy Horschel Jr. Championship - \$15,000
 - Old School Kingfish Shootout – Request- \$12,742
 - Ancient City Game Fish Challenge – Request \$15,000
10. CULTURAL COUNCIL TOURISM PROMOTION PLAN
11. VISITOR AND CONVENTION BUREAU TOURISM PROMOTION PLAN
12. ADMINISTRATIVE –
 - PEAK PERIODS FOR ACH GRANT GUIDELINES
 - 3RD QUARTER VISITOR PROFILE STUDY
 - COVID-19 TOURISM IMPACTS DISCUSSION
13. MONTHLY REPORTS PROVIDED IN PACKETS
 - VCB
 - Cultural Council
 - YTD Bed Tax Collections
14. MEMBER COMMENTS
15. NEXT MEETING DATE - June 15th
16. ADJOURN