



OFFICE OF THE CITY COUNCIL

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Subcommittee Meeting Minutes Thursday, April 16, 2009

TOURIST DEVELOPMENT COUNCIL SUBCOMMITTEE ON MARKETING AND ADVERTISING

Date: Thursday, April 16, 2009

Time: 10:00 A.M.

Location: City Hall, Suite 425, Conference Room B

Meeting Convened: 10:07 A.M.

Meeting Adjourned: 11:17 A.M.

In Attendance:

Fred Pozin, TDC Subcommittee Chair
Jim Ewing, TDC Subcommittee Member
Henry Fonde, TDC Subcommittee Member
Annette Hastings, TDC Executive Director
John Reyes, CVB/Visit Jacksonville President

Others Present:

Dan King, President, North Florida Hotel & Lodging Association; Michael Munz, Dalton Agency; Jim Dalton, President, Dalton Agency; Chris Bracken, Visit Jacksonville; Lyndsay Rossman, Visit Jacksonville; Mya Carter, Visit Jacksonville; Max Marbut, Financial News & Daily Record.

Call to Order and Charge of Subcommittee:

The meeting was called to order by Subcommittee Chair, Fred Pozin. Mr. Pozin stated that the Subcommittee was appointed by Council President Ronnie Fussell, Chair of the Tourist Development Council (TDC), and given the charge to explore how to help the hospitality industry through this economic downturn by using the TDC contingency fund as an economic stimulus for marketing. The subcommittee will bring back recommendations to the full TDC at the next scheduled quarterly meeting on May 21, 2009.

Marketing & Advertising Overview:

- Subcommittee Chair Pozin asked for Mr. Dan King, President of the North Florida Hotel & Lodging Association, to make a presentation representing the association.
- Mr. King stated that Smith Travel Research showed that the overall percent change trend for Duval County hotel occupancy was 67% in 2007, 65% in 2008, and 59.6% in 2009. Mr. King said the funds were needed for marketing the destination for the summer and fall.
- Mr. King and Mr. John Reyes both noted the funding increase would be used to target the SMERF market which is the Social, Military, Education, Religious and Fraternal groups.
- Mr. Reyes added that additional marketing would be done to capture the leisure market within a three to five hour drive market coming for Jacksonville City events. He stated that Jacksonville is noted for its events, golf and sports.
- Mr. Reyes discussed the advantages of using ARES (Advanced Reservation Systems, Inc.), Visit Jacksonville's new booking engine/packing system, which took over on April 1, 2009.
- Mya Carter, Director of Product Development and Research for Visit Jacksonville, distributed a Jacksonville Visitor Profile Executive Summary data sheet for the Southeast. The profile showed the following:
 - Visitor Origins: 39% of visitors were from the Southeast
 - Length of Stay: 3.8 days in Jacksonville
- Mr. Pozin asked Jim Dalton, Agency of Record for Visit Jacksonville, to discuss media buy. Mr. Dalton stated that it was a good time to get a 50% more value media buy because of the present state of the economy and that Jacksonville was a desirable market destination because of value. Mr. Dalton said that it could be done in two phases. Phase I would be short term to market Jacksonville for the summer and fall of 2009. Phase II would be long term over six to twelve months out in 2010. The concept would be a move away from branding and focus on the value of the destination. Mr. Dalton gave data regarding competitors' spending in Florida.
- Mr. Pozin discussed the need for hotels to partner with the marketing and advertising. In addition, there should be measurable results and key performance measurements to present before the TDC.
- Mr. Ewing noted that TDC needed to participate with funds but that the charge of the TDC was the goal of "heads in beds" and for people in the targeted drive market to stay overnight.
- Mr. King recommended that the amount of funding for Phase I for a short term campaign be \$875,000.00, and for Phase II for the long term in 2010 be \$600,000.00. The total amount of the request out of the contingency account budget would be \$1,475,000.00.

- Mr. Henry Fonde supported the TDC separate funding for the summer/fall and longer term

advertising for 2010 but wanted to know how the funds would be spent and what would be the hooks.

- Mr. Reyes noted that Visit Jacksonville has just introduced the *“Escape Artist Value Campaign”* with the message that Jacksonville is a value destination.

Recommendation of the Subcommittee on Marketing and Advertising:

The subcommittee made a recommendation for Visit Jacksonville to present a proposal for the final review and approval of the full TDC at the meeting on May 21, 2009. A motion was made and seconded for Visit Jacksonville to bring back for review and approval to the full TDC a marketing and advertising proposal that would include Phase I in the amount of \$875,000.00 and Phase II in the amount of \$600,000.00. The funding would come out of the Contingency Account Budget. Approve 3-0.

Discussion/Comments:

- Mr. Pozin discussed the need for a community wide calendar.
- Mr. Reyes distributed a handout which outlined the event portal development. The goal would be to develop the most comprehensive calendar on events on www.VisitJacksonville.com for the region.
- Mr. Pozin asked that Mr. Reyes bring back a full report to the TDC and recommendations for marketing with hotel guest services.
- Mr. Pozin thanked everyone for attending the meeting.

Adjourn:

Being no further business of the subcommittee, the meeting was adjourned at 11:17 A.M.

Minutes: Submitted by Annette R. Hastings to Legislative Services 4/20/09

Tapes: Two Tapes Submitted to Legislative Services 4/20/09

Handout Materials: Submitted to Legislative Services 4/20/09

- Agenda
- Sign-in Sheet
- Notice
- Visit Jacksonville Handouts
 - Jacksonville Visitor Profile Executive Summary
 - Smith Travel Research Monthly Percent Change/ Duval County
 - Competitors' Spending
 - New Marketing Tools
 - *“You're An Escape Artist”* Brochure