



## OFFICE OF THE CITY COUNCIL

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JACKSONVILLE, FLORIDA 32202

June 30, 2009  
(11:30 a.m.)

### Subcommittee Meeting Minutes Thursday, June 25, 2009

#### TOURIST DEVELOPMENT COUNCIL SUBCOMMITTEE ON FLORIDA'S FIRST COAST OF GOLF

**Date:** Thursday, June 25, 2009

**Time:** 10:00 A.M.

**Location:** City Hall, Suite 425, Conference Room B

**Meeting Convened:** 10:07 A.M.

**Meeting Adjourned:** 11:54 A.M.

**In Attendance:**

Fred Pozin, TDC Subcommittee Chair  
Council Member Michael Corrigan, TDC Subcommittee Member  
Sonny Bhikha, TDC Subcommittee Member  
Annette Hastings, TDC Executive Director  
Chris Bracken, CVB/Visit Jacksonville Vice President  
David Reese, Florida's First Coast of Golf President

**Others Present:**

John McElreath, Vice President, Florida's First Coast of Golf (FFCG); Mya Carter, Visit Jacksonville; Mike Sharkey, Financial News & Daily Record.

### **Call to Order and Charge of Subcommittee:**

The meeting was called to order at 10:07 a.m. 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 of reviewing the TDC application submitted by Florida's First Coast of Golf Tourism Regional Marketing Cooperative FY 2009-2010 in the amount of \$122,588.00. The subcommittee will look at the issues and move forward to bring back a recommendation regarding funding to the full TDC at the next scheduled quarterly meeting on August 20, 2009.

### **Presentation:**

#### **Florida's First Coast of Golf Tourism Regional Marketing Cooperative**

<b>Presenter:</b>	David Reese, FFCG President
<b>Date:</b>	FY October 1, 2009-September 30, 2010
<b>Location:</b>	First Coast Region
<b>Grant Amount:</b>	\$122,588.00
<b>Room Nights:</b>	Project 26,975 Duval County (\$4.54 per room night)
<b>Funds Use:</b>	Year Round Leisure Golf Marketing

### **Discussion:**

- Council Member Corrigan stated his concerns of what “bang for the buck” the TDC was receiving as it related to Duval County “heads in beds” and if the numbers need to be corrected.
- Mr. Sonny Bhikha noted that his concern was what was the real economic impact of the TDC grant with only six hotels in Duval County as members.
- David Reese, President of Florida's First Coast of Golf (FFCG) gave his PowerPoint presentation to the subcommittee covering the following speaking points:
  - 1. Room Nights to Duval County**
    - Review of Visit Jacksonville verified measurement and calculations
    - Duval Tourist Development Council Measurement Standards
    - Factual 2008 Duval County production of 25,075 room nights
    - Rounds Calculation Report and Property Reported Rounds
    - Visit Jacksonville and Duval TDC Reports using Florida Sports Foundation Model
    - Letter packet contained more complete and additional input
  - 2. Engagement**
    - Methods of Co-op Partner Engagement
    - All Visit Jacksonville hotel partners included in both print and online, and can access leisure golf market
    - FFCG is Visit Jacksonville golf marketing department
    - Business Model Evolution
  - 3. Economies of Scale**
    - Duval County is able to capitalize on regionalism and geo-centric location with \$122,588.00 TDC Grant
  - 4. Benefits of Brands**

- Golf is key attraction and 3.4 million people traveled to Florida in 2008 as primary purpose
- Jacksonville is viewed as a sport event and golf town
- *Sports Illustrated, Golf Plus* May 2009 issue stated “As a golf town Jacksonville has it all”
- FFCG’s international marketing has put the region on equal footing with Coastal South Carolina

**5. New Development/Next Steps**

- Updated FFCG budget status has confirmed budget commitments from four of five counties
  - Flagler and Clay County remain financially unchanged
  - Nassau and St. John’s have budgeted 10% less than requested
  - Reduce the TDC grant request 10% in fairness and to follow suit with others counties to \$110,329.00 for FY 2009-2010
- Mr. Pozin asked about rounds reports as it related to tourist rounds. Mr. Reese explained it was divided into four course classes: public, resort, semi-private, and private as outlined by spread sheet for each county.
  - Mr. Pozin inquired if hotels reported room nights. Mr. Reese stated that not all hotels had a matrix to document room nights but FFCG was one of top ten referring websites.
  - Mr. Bhikha said that the question was how realistic was the sixty-one room nights per day.
  - Mr. Chris Bracken, VP of Visit Jacksonville, stated with booked packages it varies and weekend groups have three night stays over Thursday, Friday, and Saturday.
  - Council Member Corrigan stated the TDC needed to be good stewards and expressed concern about the size of the grant request.
  - Mr. Pozin stated the issue at hand was a large amount of money and the goal was to keep growing and not have a decline in room nights. Mr. Reese stated that golf is a top five promotion for Duval County and FFCG was marketing and advertising for Visit Jacksonville across all hotels.
  - Mr. Bhikha made a recommendation that FFCG do a research study and survey to prove out documentation of numbers. Ms. Mya Carter, Visit Jacksonville, noted that she will provide copies of the survey done by Visit Jacksonville related to the specifics and percentage attributed to the golf market tourism.
  - Mr. Pozin recommended that a third party do a research study. He suggested contacting UNF or JU.
  - Mr. Reese stated that hotels may participate in Visit Jacksonville seminar that educates, engages, and empowers the hotel hospitality industries regarding golf packaging.
  - A motion was made by Council Member Corrigan to make a reduction in the TDC Grant Fund request by ten percent to \$110,329.00.
  - Mr. Reese is to submit an amended application which reflects the changes in the budget, amount of request and projected room nights.
  - Mr. Pozin recommended the following conditions: that the amount would be made in four quarterly payments with submission of invoices in October, January, April, and July of FY 2009-2010, quarterly reports including international visitors submitted to the TDC, and a fiscal year end independent audit report submitted to TDC and Council Auditors.
  - Council Member Corrigan stated it would be helpful to receive an electronic copy of report

prior to the scheduled quarterly TDC meeting so he would have time to review it. It was noted that Mr. Reese would submit an electronic copy of the quarterly report to Ms. Hastings, TDC Executive Director, on week prior to the meeting for distribution to the TDC members and hard copies submitted at the TDC quarterly meeting.

- Being no further discussion a motion was made and seconded to make the recommendation to the full TDC at the August meeting for funding as stated.

**Recommendation of the Subcommittee on FFCG Tourism Regional Marketing Cooperative:**

A motion was made and seconded to bring a recommendation to the full TDC to amend the application by ten percent to \$110,329.00. Conditions of the grant are a quarterly report to include international visitors is submitted to TDC, grant paid in four quarterly payments in October, January, April, and July and funds to come out of TDC Budget FY 2009-2010. Approve 3-0.

**Adjourn:**

Being no further business of the subcommittee, the meeting was adjourned at 11:54 A.M.

Minutes: Submitted by Annette R. Hastings to Legislative Services 6/30/09

Tapes: One Tape Submitted to Legislative Services 6/30/09

Handout Materials: Submitted to Legislative Services 6/30/09

- Agenda
- Sign-in Sheet
- Notice
- E-mail/David Reese
- Handouts Florida's First Coast of Golf (FFCG)
  - Power Point
  - Letter Packages