

***DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL
CHAIR WHITE AND MEMBER KUVERJI NOTICED MEETING MINUTES***

**Tuesday, May 27, 2025, 1:00-1:30 p.m.
City Hall – Conference Room 2D**

TDC Members: City Council President Randy White (Chair), Jitan Kuverji

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor)

I. Welcome and Call to Order

Chair White

The Chair called the meeting to order at 1:00 p.m., with a scheduled end time of 1:30 p.m. Chair White established ground rules for public comments, specifying that any comments must be solely related to the meeting's agenda: short-term rental information. He acknowledged previous inquiries regarding this topic from Mr. Kuverji, noting its long-standing nature and the Chair reiterated his commitment to bringing the matter before the Mayor's Office, assuring attendees of his commitment to helping resolve the issue.

II. Short Term Rental Information

Jitan Kuverji

Council President White initiated a discussion about a solution to tourist development tax (TDT) collection on short-term rentals, mentioning a meeting with Mr. Weinstein, Chief of Staff for Mayor Deegan, to brief him on the subject. Mr. Weinstein then explained that this issue has been reviewed multiple times, involving meetings with representatives from the Tax Collector's Office and the Finance Department. The consistent conclusion from these meetings is that the collection effort is not expected to yield significant returns, and concerns exist regarding potential legal challenges and lawsuits. Mr. Weinstein also noted that approximately \$31 million was collected in tourist development tax revenue during Fiscal Year 2024. He continued by explaining that \$1.9 million in revenue from short-term rentals TDT was deemed not worth pursuing further due to the effort involved and potential regulatory complications. Mr. Weinstein stated that they cannot force the Tax Collector to pursue this revenue, and this issue has been consistently addressed.

Mr. Kuverji discussed the significant growth of Airbnb in Duval County. He explained that Airbnb initially operated as a platform for renting rooms in private homes for short periods of time. However, it has since evolved into a publicly traded hospitality company. He noted a dramatic increase in Airbnb listings in Duval County, from approximately 500-600 in 2017 to 8,700 active listings as of the morning of the meeting. Mr. Kuverji highlighted that Duval County is unique in Northeast Florida for lacking a system to effectively collect tourist development taxes from these short-term rentals, estimating significant revenue loss based on his research.

Mr. Kuverji estimated \$5 million to \$8 million in annual uncollected revenue from short-term rentals TDT. This lost revenue isn't due to tax evasion, but rather a lack of awareness among short-term rental owners regarding their tax obligations. He highlighted this by sharing his own experience registering his hotel on Airbnb, only to be directed to local legislation for tax information instead of receiving clear guidance from the platform. He concluded that approximately \$4 million in potential revenue is uncollected for every 1 million collected, emphasizing the significant financial impact of this issue. Mr. Kuverji noted that Jacksonville Beach actively collects both short-term rental and hospitality taxes due to city regulations. This proactive approach has resulted in increased tourist development taxes collected by the Tax Collector's Office, a significant portion of which is attributed to Jacksonville Beach's actions in the past one to two years.

Mr. Weinstein presented information obtained from the Tax Collector's Office, stating that there are no agreements between the beach communities and short-term rental companies. He clarifies that Jacksonville Beach and other beach communities do not collect the tourist development tax; instead, registered transient rental accommodations are responsible for remitting the tax directly to the Duval County Tax Collector's Office.

The conversation shifted to Mr. Corrigan, CEO of Visit Jacksonville and former Duval County Tax Collector, saying that a past City Council committee (2016-2017) formed to legitimize short-term rentals, which revealed that doing so would significantly disrupt the existing ordinance code regarding zoning. After extensive deliberation, that committee decided against legitimizing them to avoid the extensive code revisions. Despite this, multiple vendors have attempted to retroactively collect taxes from those who operated short-term rentals before legitimization. It's highlighted that tourist development tax payments are self-reported, with no enforcement mechanism in place, regardless of the type of accommodation.

Mr. Corrigan explained the current capability to identify properties rented through platforms like Airbnb and collect TDT from them. This involves vendors who scrub lists of properties, identify those used for short-term rentals, and send letters demanding TDT collection. Mr. Weinstein inquired if this outsourcing option was considered. Mr. Corrigan confirmed that a similar approach was considered when he was Tax Collector, involving Airbnb directly submitting TDT data. However, this option lacked auditing capabilities, which the Council Auditor rejected due to concerns about accountability and accuracy. The main challenge, according to Mr. Corrigan, is the lack of enforcement due to the self-reporting nature of the TDT.

Mr. Kuverji added that many hotel owners in the city are frustrated with the current situation. He also shared that Jacksonville Beach's regulations regarding Airbnb weren't primarily driven by tax revenue but rather by resident safety concerns. He expressed concern about the impact of equity firms purchasing numerous homes in Jacksonville, leading to empty properties and exacerbating the city's affordable housing crisis. These firms are buying homes not to live in them, but as investments, reducing the availability of housing for residents.

Mr. Kuverji suggested a lack of public awareness regarding the tax is likely the primary reason for non-payment. Mr. Weinstein proposed two solutions: public education campaigns and outsourcing collection to a company working on commission. This company would receive a portion of the collected taxes, with the remainder going to the city.

Mr. Corrigan explained that while proactive education on hotel tax payments might result in only 85% collection at best, some hotels consistently avoid payment without consequence. Mr. Weinstein stated that proactive education leads to no loss and only benefits. Mr. Corrigan mentioned the possibility of using external companies for better results but notes the associated costs. Mr. Weinstein asked about Mr. Corrigan's experience with contracting external companies during his time as a Tax Collector. Corrigan described the involvement of the Administrative Finance Department, the Office of General Counsel (OGC), and the Tax Collector association's legal representation in discussions about this. At the time, they studied Palm Beach County's approach and ultimately decided against contracting with an external company, deeming it a bad agreement. However, Mr. Corrigan anticipated greater confidence in a newer software but detailed a cost would incur the first year, with revenue generation following later.

Ms. Brock shared a memo from the TDC's legal counsel stating that the TDC could not pay for this system or software due to specific restraints outlined in Florida Statutes.

Visiting Councilman, Jimmy Peluso, questioned the implications regarding a registry and the zoning code issues of short-term rentals. Mr. Weinstein pointed out that registration puts the governing body on notice of potential non-compliance, raising the question of how to address such situations.

Mr. Kuverji also talked about potential issues with homestead exemptions being claimed on properties used as short-term rentals.

Visiting Councilman, Chris Miller, raised concerns about the legal implications of collecting data on certain operations, questioning what acknowledging their existence and operation implies legally. He highlighted the potential responsibility for safety and other issues beyond zoning requirements. Mr. Weinstein strongly suggested consulting the Office of General Counsel (OGC) to understand the legal ramifications of various options. He expressed concern about creating a registry, emphasizing that it would put them on notice and increase legal liability, using the example of a pool and potential incidents.

III. Public Comment As Time Permits

Chair White

John Nooney

Mr. Nooney shared that he resides next to a short-term rental and highlighted the potential for increased short-term rentals due to changes in legislation passed by the City Council regarding accessory dwelling units

IV. Closing Comments and Adjournment

Chair White

The Chair thanked the attendees for their time and reminded everyone that this topic will be added to the agenda for the next TDC Regular Board Meeting on June 5th in the Lynwood Roberts Room.

Chair White adjourned the meeting at 1:30 p.m.

Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator









TOURIST DEVELOPMENT COUNCIL MEETING

Tuesday, May 27, 2025, 1:00 p.m.



Attendance Record Sign-In Sheet

PRINT NAME	SIGNATURE
CP Randy White, TDC Chair	
CVP Kevin Carrico, TDC Vice Chair	
CM Ron Salem	
Mark VanLoh, TDC Member	
Jitan Kuverji, TDC Member	
Dennis Chan, TDC Member	
Dennis Thompson, TDC Member	
Shawn LaNoble, TDC Member	
Michael Jenkins, TDC Member	
Carol Brock, TDC Executive Director	
Brett Nolan, TDC Administrator	
Phillip Peterson, Asst. Council Auditor	
Jim McCain, OGC	



Tuesday, May 27, 2025, 1:00 p.m.

[illegible]

EVIDENCE! REQUEST TO SPEAK CARD

2025-0019 B88-Build Back Better
TOURIST DEVELOPMENT COUNCIL
B88-Big. Beautiful, Bi!!

Please print and complete:

B88-Bornas, Bornicki Backyard-158833-0000 FROD

NAME: JORD T. Noodlez 2023-0819 DATE: 5/27/2025

ADDRESS: 8356 Brian Rd. Wt Fl. 30216 PHONE: 704-434-0839

REPRESENTING: TOE Short Term Rental Public Park 137044-0000 and

1: PUBLIC HEARING BILL NUMBER: 2024-0034 FAMA House DIST. 4 (Chenico)

CPRE-3-(Wislowicki), School Board Dist. 3 (Parslow) Tourism
LITMIE Ponsburg Clerk-134059-0000 FROD THIS LEGISLATION

2. COMMENTS FROM THE PUBLIC SUBJECT:

Tourism! Public Parks To Our Watersheds

SPEAKING TIME IS LIMITED (SEE REVERSE FOR TIME LIMITATIONS)

NO SPEAKER MAY GIVE OR TRANSFER HIS/HER TIME TO ANOTHER PERSON

FROD-(Florida FAMA Navigation District)
(Please read the reverse side for instructions on speaking)

2016-18 NLT-DID A Site Inspection and Recommendations The Recreation

NAME OF TOE Short Term Rental Public Park-137044-0000 -
Parslow number of parcels.

RULES OF THE JACKSONVILLE CITY COUNCIL – ADOPTED FOR THIS MEETING

RULE 4.301(b) COMMENTS FROM THE PUBLIC Comments from the public given during the public comment times of the meeting, except scheduled public hearing comments, shall be limited to three minutes per person and no person shall be allowed to give or transfer his/her time to speak to another person.

RULE 4.806 PRIVILEGE OF FLOOR

- (a) General Exclusion: No person, except Council Members and working employees of the Council, shall be admitted within the rail unless permitted by the presiding officer.
- (b) Addressing Council: By permission of the presiding officer, the privilege of the floor shall be extended to a citizen or citizens to address the Council on any matter pending before it or which needs the attention of the Council.

Rule 3.604 ADDRESSING THE COUNCIL. At public hearings required by law or fixed by the Council, the presiding officer shall extend the floor to a reasonable number of proponents and opponents of the subject matter of the public hearing, and those filing written requests to be heard with the Chief of Legislative Services shall be heard prior to other persons who appear at the hearing. Each person addressing the Council shall proceed to the place assigned for speaking, give his/her name in an audible tone of voice for the records, (if the person has not filled out a speaker's request card and returned it to the Chief of Legislative Services before addressing the Council, the person shall also give his/her address in an audible tone of voice for the records), and limit his/her address to three minutes, unless a lesser time if fixed for all speakers by the presiding officer, or further time is granted by the Council. All remarks shall be addressed to the Council as a body and not to any member thereof. No person other than a Council Member or the person having the floor shall be permitted to enter into any discussion, either directly or through a member of the Council, without the permission of the presiding officer. All questions to the Council shall be directly through the presiding officer.

RULE 4.505 DISRUPTION OF MEETING Any person, not a Council Member, making personal, impertinent or slanderous remarks or who shall become boisterous while the Council is in session, shall forthwith be barred from further audience before the Council by the presiding officer in his/her discretion. No demonstrations of approval or disapproval from the audience shall be permitted, and if such demonstrations are made, the audience shall be cleared from the Council Chambers. The presiding officer shall call upon the Sergeant-at-Arms to enforce directions given by the presiding officer for any violation of this Rule.