

**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES**

**Thursday, September 4, 2025, 10:00 a.m.**

**City Hall - Lynwood Roberts Room**

**TDC Members:** City Council President Carrico (Chair), City Council Vice President Howland (Vice Chair), City Council Member Randy White, Jitan Kuverji, Dennis Chan, Dennis Thompson, Mark VanLoh, Michael Jenkins (*arrival 10:10 a.m.*), Shawn LaNoble

**TDC Staff:** Carol Brock (Executive Director), Brett Nolan (Administrator), Phillip Peterson (Auditor), and Jim McCain (Office of General Counsel)

**I. Welcome and Call to Order**

**Chair Carrico**

The Chair called the meeting at 10:00 a.m. and attendees introduced themselves for the record.

**II. Public Comments Including Action Items**

**Chair Carrico**

The Chair allotted two minutes to speak for any individual wishing to participate in public comment.

Public Comments: *None*

**III. Approval of Minutes**

**Chair Carrico**

The minutes of the June 5, 2025 Regular TDC meeting were approved **unanimously as distributed**.

The minutes of the June 16, 2025 Special TDC and Visit Jacksonville board meeting were approved **unanimously as distributed**.

**IV. TDC Grant**

**Chair Carrico/Carol Brock**

The Chair asked Ms. Brock to give an overview of the grant request.

**2025 Beaches Oktoberfest**

**Niko Costas/Josué Cruz**

Ms. Brock introduced Niko Costas, President of Beaches Oktoberfest, Inc., and gave a summary of the application. Ms. Brock explained that this request was an exception to the typical October and June application processes, granted previously by Chair White due to a change in management at the applicant organization. Ms. Brock highlighted that Mr. Costas's team, Real Time Entertainment, involved with the Florida FinFest, is now managing the event. To continue, it was noted that the grant score was low due to factors including the applicant's event falling within a low needs period, that the organization for this event had requested funding three times previously, and it produces low estimated sales revenue. Ms. Brock also explained the tight timeframe for securing funding due to the later-than-usual TDC meeting means the procurement window for encumbering funds has closed. As such, this will be funded, if approved by TDC, with the Contingency account. The application was then presented for consideration.

Mr. Costas expressed his gratitude for the opportunity and highlighted their experience in organizing successful events like Florida FinFest. Their strategy emphasizes long-term investment for consistent quality, data-driven marketing targeting tourists in the Southeast. He wished to elevate Beaches Oktoberfest to a nationally recognized cultural event, attracting larger national partners and boosting the overall North Florida festival ecosystem. Mr. Costas concluded by expressing confidence that with continued support from the TDC, the 10th annual event would be the best yet.

**Motion: (Howland / White 2<sup>nd</sup>):** Approve Beaches Oktoberfest, Inc. to receive a special event grant for \$50,000 for the 2025 Beaches Oktoberfest to be funded using the FY 2024 -2025 TDC Contingency account. – **approved unanimously**.

**V. Tourism Strategic Plan Update**

**Chair Carrico**

Council President then referred to a previous presentation on June 16<sup>th</sup> from the Downs & St. Germain group. He shared that he planned to chair a subcommittee to look at the recommendations from the Tourism Strategic Plan and propose a plan for the TDC to adopt at a later TDC meeting.

A subcommittee will be formed to make recommendations to the larger body regarding future planning for Tourism in Jacksonville. Mr. Jenkins and Mr. Thompson will be part of this subcommittee, which will be open to input from others. The subcommittee's task will involve detailed work, and scheduling will be announced later.

**VI. Jacksonville Sports Foundation Presentation**

**Sam Vance**

Chair Carrico introduced Sam Vance, from the Jacksonville Sports Foundation (JSF), to give a presentation. Ms. Vance detailed that the Jacksonville Sports Foundation, formed in partnership with the TDC and Visit Jacksonville in 2024, aims to establish Jacksonville as a premier sports destination. She highlighted their focus on activating Northeast Florida with high-impact sporting events to drive economic transformation. The presentation also explored how Jacksonville can become a national destination. Ms. Vance reported on the accomplishments of the JSF during its 10-month tenure. JSF raised \$225,000 and through its efforts in sporting events, Jacksonville experienced a \$4.9 million tourism impact with over 19,000 visitors and 9,000 room nights. This work is possible due to corporate sports teams and other partners. Secured events include AAU Championships, NCAA men's and women's basketball invitational, and ASUN men's and women's basketball. The JSF aims to continue growing, making Jacksonville "Florida's championship city," emphasizing the tagline: Jacksonville is the place where athletes want to play and fans want to be.

Mr. Howland thanked Ms. Vance for her work and questioned her about the possibility of bringing March Madness back to Jacksonville. The discussion highlighted that increased funding is crucial, requiring community support, corporate sponsorships, and volunteer efforts. The timeline for achieving this goal is several years out, depending on successful bidding and securing necessary resources.

**VII. Sports Tourism Initiative Contract Renewal**

**Chair Carrico**

Ms. Brock discussed the renewal of the Sports Tourism Initiative contract and explained it required a motion to amend the contract to extend.

**Motion: (White / Howland 2<sup>nd</sup>):** Approve the final renewal option to extend the Sports Tourism Initiative Services Agreement with Visit Jacksonville for one year to expire on September 30, 2026. – **approved unanimously.**

**VIII. Visit Jacksonville**

**Michael Corrigan**

The Chair introduced Michael Corrigan, CEO of Visit Jacksonville, to provide his organization's report to the board.

**FY 24-25 Budget Reallocation**

Mr. Corrigan discussed a budgetary reallocation request, a common occurrence near the fiscal year's end. The request involves two parts: Firstly, a reallocation from salary, wages, and benefits in marketing to fund visitor magazine placement (\$80,000) and increased cover ad placement (\$25,000). More specifically detailed in the agenda packet, Mr. Corrigan explained this leverages existing resources for increased marketing reach. Secondly, a reduction in the travel, meals, and entertainment budget for out-of-county convention sales was requested.

**Motion: (Howland / White 2<sup>nd</sup>):** Approve the Visit Jacksonville FY 24-25 budget reallocation request as presented. – **approved unanimously.**

**FY 25-26 Annual Plan**

Mr. Corrigan explained the Visit Jacksonville Annual Tourism Services Plan and gave a high-level overview of the deliverable components: amplifying brand marketing, upgrading visitor experiences, elevating meetings, and community outreach and engagement. The proposal highlights a focus on neighborhood identity and how it can boost tourism.

**Motion: (Howland / White 2<sup>nd</sup>):** Approve the Visit Jacksonville Fiscal Year 25-26 Annual Tourism Services Plan as presented. – **approved unanimously.**

**FY 25-26 Media Plan**

Mr. Corrigan gave a high-level overview of the Visit Jacksonville Annual Media and Advertising Plan with that approved additional funding. This plan was created with the assistance of Wingard Media, who is the agency that Visit Jacksonville contracts for marketing.

**Motion: (Howland / White 2<sup>nd</sup>):** Approve the Visit Jacksonville Fiscal Year 25-26 Media and Advertising Plan as presented. – **approved unanimously.**

**FY 25-26 Travel Plan**

Mr. Corrigan gave a high-level overview of the Visit Jacksonville Annual Travel Plan.

**Motion (Howland / White 2<sup>nd</sup>):** Approve the Visit Jacksonville Fiscal Year 25-26 Annual Travel Plan as presented. – **approved unanimously.**

**FY 25-26 Revised Budget to Reflect Marketing Updates**

Mr. Corrigan reviewed the revised FY 25-26 budget that reflected the marketing updates which were added after the initial budget approval at the previous TDC meeting.

**Motion (Howland / White 2<sup>nd</sup>):** Approve the revised Visit Jacksonville FY 24-25 Annual Budget as presented. – **approved unanimously**

**FY 24-25 3<sup>rd</sup> Quarter Report + Upcoming Highlights**

Mr. Corrigan provided the FY 24-25 3<sup>rd</sup> Quarter Report and gave highlights of their work. More details are included in the agenda packet.

**IX. FY 25-26 Revised TDC Budget**

**Chair Carrico**

The Chair had Ms. Brock inform the board of some minor adjustments that have been made to the TDC Fiscal Year 25-26 Budget since its approval at the June 2024 TDC Meeting. The Mayor's Office and the Finance Committee Budget Hearing detailed small alterations such as a 3% salary increase for the TDC Executive Director and Administrator positions. Additionally, the City Council will approve the \$500,000 from the TDC Fund Balance to the TDC Development Account for the *Stacked Stars* sculpture for the Museum of Contemporary Art. This budget will go before the City Council for final approval at the end of September.

**Motion (Howland / White 2<sup>nd</sup>):** Approve the revised TDC Fiscal Year 25-26 budget as presented. – **approved unanimously.**

**X. Financial Report**

**Phillip Peterson**

Assistant Council Auditor Phillip Peterson gave the financial report. TDC tax revenues for the 12 months ending July 2025 were \$10,803,053.19, a 3.30% increase over the 12 months ending July 2024. Revenue from the start of FY 24-25 to date, ending in July 2025, was \$9,134,891.43, up 4.57% compared to the start of FY 23-24 to date, ending in July 2024. Revenue for July 2025 was \$906,640.50, up 11.41% from the same month in 2024. Actual collections for the fiscal year to date exceeded the average monthly budgeted amount by \$336,809.44.

Mr. Peterson reviewed the budgetary balances as of July 31, 2025 remaining in the TDC's contractual and operating accounts, they are: Destination Services - \$0; Marketing - \$0; Convention/Group Sales - \$0; Convention Grants, Sponsorships, and Promotions - \$818,732.80; Planning and Research - \$0; Event Grants - \$33,000; Development Account - \$2,121,075.63; Contingency Account - \$1,006,060.00; Equestrian Center Promotion - \$6,738.05; Remaining to be Spent in Accordance with the TDC Plan – TDC Operations - \$219,544; TDC Administration - \$81,294.57; and the Special Revenue Fund - \$32,767.50.

Mr. Peterson shared the \$500,000 budget move for the *Stacked Stars* sculpture will be reflected in the October financials.

**XI. Short-Term Rental Tourist Development Tax**

**Carla Miller**

Chair Carrico introduced Carla Miller, with the Mayor's Office, who has been assigned to Short-Term Rental Tourist Development Tax research initiative. Working with Mr. Weinstein, she has been researching this subject and provided an update.

Ms. Miller reported on her initial findings. She examined past, present, and future aspects of the problem, including an analysis of whether property owners were paying correctly and the significant number of unregistered short-term rentals. The discussion referenced a previous City Council committee and resulting legislation that faced several challenges due to complex zoning issues. The lack of a comprehensive assessment of the total number of operating short-term rentals was highlighted.

Three options were presented:

**Option One:** maintaining the status quo (piecemeal efforts, letters, occasional legal action), gradually adding dedicated staff over the next couple of years, or a more immediate, significant investment in staff and resources. The potential return on investment with this option was roughly estimated at the current \$2.2 million potentially increasing to \$2.3 million with some action.

**Option Two:** focused on building the necessary infrastructure and software to effectively target the issue. Granicus, a company with existing city contracts, was mentioned as a potential partner, having provided valuable data on illegal rentals. Their presentation highlighted their infrastructure and software capabilities. The estimated cost for software alone (Granicus) is \$80,000-\$100,000 annually, with a total investment potentially reaching \$400,000 or more to build the necessary infrastructure.

**Option Three:** contracting directly with Airbnb, Vrbo, and Booking.com to receive funds directly, but this lacks detailed property information and cross-referencing with Tax Collector records. While this method generates revenue, its lack of transparency is a significant drawback.

The initial exploration revealed numerous unanswered questions regarding the feasibility of different approaches. These included the specifics of contracting with vacation rental agencies, property identification methods, available software vendors, and potential legal and zoning implications. A list of approximately 15-30 questions is anticipated, requiring further investigation before making a decision.

Ms. Miller emphasized the importance of making a well-informed decision to avoid future regrets and backtracking. A proposal was made to conduct thorough research, estimated to take two to three months and cost possibly \$35,000 for a hired position, to gather data and answer these questions. This research would inform a final decision, potentially involving a meeting with the Council President, Tax Collector's Office, and Mr. Corrigan, by the end of the year.

The discussion moved into the approval process for research funds, specifically whether board approval is needed for expenditures from the within the existing research budget. Ms. Brock noted that \$100,000 is available for planning and research starting October 1<sup>st</sup>. Discussion included exploring the possibility of using existing TDC funds to initiate the research immediately, potentially supplemented by seeking additional funding from the executive branch.

Mr. Howland suggested that the City Council could have the Northeast Florida Regional Council assist in this research or the City's Legislative Research Department. After additional deliberation, it was determined that funding may be required to continue research depending on the option(s) chosen.

**Motion (Howland / White 2<sup>nd</sup>):** Approve a maximum budget of \$35,000 from the FY 25-26 Planning and Research account for research purposes to address the issue, with the Chair having final decision-making authority.

**Aye:** Carrico, White, Kuverji, Chan, Thompson, VanLoh, Jenkins, LaNoble (8)

**Nay:** Howland (1)

***Motion Carries***

**XII. New Business**

**Chair Carrico**

Mr. Corrigan announced the day as "904 Day" and invited members to attend an event downtown to recognize Duval County at the Museum of Contemporary Art.

Ms. Brock shared with the board that a record number of TDC grant applications were expected for the October TDC Board Meeting. It was announced for October 23, 2025 in the Lynwood Roberts Room at 10:00 a.m. in City Hall.

**XIII. Closing Comments and Adjournment**

**Chair Carrico**

Seeing no additional business, the Chair adjourned the meeting at 11:14 a.m.

*Meeting Minutes respectfully submitted by Brett Nolan, TDC Administrator*

*These minutes were approved at the TDC Regular Board meeting on October 23, 2025*



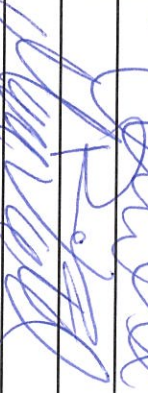


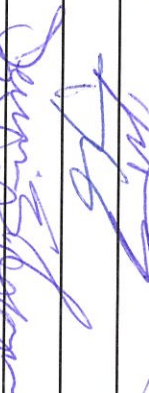

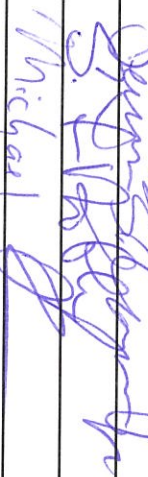
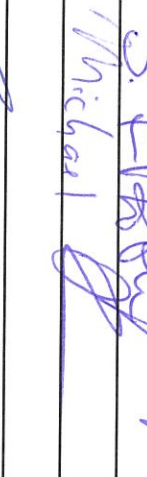
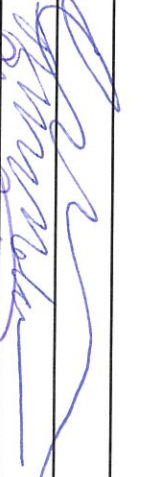

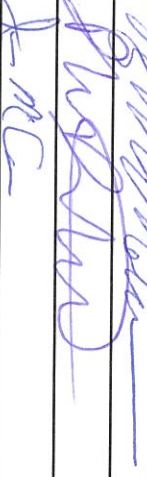


**TOURIST DEVELOPMENT COUNCIL MEETING**

Thursday, September 4, 2025, 10:00 a.m.



**Attendance Record Sign-In Sheet**

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