

***DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL***  
***TOURISM STRATEGIC PLAN SUBCOMMITTEE MEETING MINUTES***  
**Wednesday, October 8, 2025, 2:30 p.m.-3:30 p.m.**  
**City Hall – 2<sup>nd</sup> Floor Conference Room**

**TDC Subcommittee Members:** City Council President Kevin Carrico (Chair), Michael Jenkins, Dennis Thompson

**TDC Staff:** Carol Brock (Executive Director), Phillip Peterson (Auditor), Daren Anderson (Office of General Counsel)

**Guests:** Jitan Kuverji (TDC Member), Raul Arias (Council Member – District 11), Michael Corrigan (CEO, Visit Jacksonville)

**I. Welcome and Call to Order**

Following self-introductions, City Council President Carrico, chair of the TDC, welcomed attendees to the TDC Tourism Strategic Plan Subcommittee Meeting.

**II. Public Comments Including Action Items**

There were no public comments.

**III. Framework for Tourism Strategic Plan**

**A. What is a Tourism Strategic Plan?**

**B. Why does TDC need a Tourism Strategic Plan?**

**C. How is it developed and implemented?**

CP Carrico asked Dennis Thompson, TDC member, to review the process that was implemented to get the TDC to this point. Mr. Thompson explained that over a period of approximately 12 months, consultants, Downs and St. Germain, synthesized information from stakeholder meetings, community engagement opportunities, visitor perception analysis, surveys, and more to create recommendations for a tourism strategic plan. The plan included six recommended areas of focus. TDC needs to create a formalized plan based on these recommendations as well as the expertise of the TDC and Visit Jacksonville. Visit Jacksonville has incorporated many recommendations in the FY 25-26 annual plan.

Mr. Thompson suggested that TDC members set the framework for what the tourism strategic plan will be by identifying high level categories or areas of focus to create a “living” document; determining who is responsible for championing the various categories; creating timelines and measurables for items in the strategic plan; and monitoring the plan.

Carol Brock, TDC Executive Director, reviewed the guiding question for the tourism strategic plan: Which types of investments by the TDC and Visit Jacksonville will have the greatest impact on growing tourism in Jacksonville? Ms. Brock stated the six recommended areas: (1) Destination Marketing & Messaging, (2) Event Development & Support, (3) Tourism Infrastructure & Capital Investment, (4) Meetings, Conventions, & Group Tourism, (5) Neighborhood & Local Business Engagement, (6) Visitor Experience Enhancements.

Discussion followed regarding the current grant process. Grant applications must meet the guidelines established by TDC and if awarded a grant, applicants are only reimbursed if they accomplish the guarantees set forth in the contracts.

Council Member Arias added to the discussion by suggesting that efforts should be made to increase the number of short-term rentals paying the required tourist development tax. Jitan Kuverji, TDC member, and Ms. Brock reported there is a group currently working on this. Mr. Arias also encouraged the following: an emphasis on community outreach to local businesses, funding for smaller local events without a “heads in beds” requirement, and reconsideration of the amount of TDC funds directed to golf tourism promotion.

Mr. Corrigan reiterated that Visit Jacksonville supports the strategic plan and has already implemented many recommendations in the new annual plan which was approved by TDC at the previous meeting.

#### **IV. Review Recommendations by Downs & St. Germain**

CP Carrico suggested that we briefly look at the six recommended categories during this meeting and charge a small group to do a deep dive into the data and present a draft tourism strategic plan at the next TDC meeting. There was discussion regarding capital investments and the importance that strategically investing in such projects can have on creating long-term tourism, and possibly prioritizing a list of capital investments for the TDC to consider.

#### **V. Next Steps**

A motion was made by CP Carrico, seconded by Michael Jenkins, TDC member, to allow Mr. Dennis to work with Ms. Brock and Visit Jacksonville on a draft strategic plan to present to the TDC for approval. The motion was unanimously approved.

#### **VI. Closing Comments and Adjournment**

CP Carrico thank everyone for participating and adjourned the meeting.

*Submitted by Carol Brock*

**TOURIST DEVELOPMENT COUNCIL SUBCOMMITTEE MEETING**

Wednesday, October 8, 2025, 2:30 p.m.



**Attendance Record Sign-In Sheet**

NAME/JOB TITLE	ORGANIZATION	PHONE	E-MAIL
Savira Wechers/COO	Visit Jay	904-279-9152	swiecher@visitjacksonville.com
Katie Nutura	Visit Jay	-	-
Michael Corrigan	Visit Jay	-	-