

DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

Thursday, September 3, 2026, 10:00 a.m.

City Hall - Lynwood Roberts Room

TDC Members: City Council President Howland (Chair) – *Excused Absence*, City Council Vice President J. Carlucci (Vice Chair) – *Excused Absence*, City Council Past President Carrico (Acting Chair), Dennis Chan, Michael Jenkins, Jitan Kuverji, Shawn LaNoble, Dennis Thompson, Mark VanLoh

TDC Staff: Carol Brock (Executive Director), Brett Nolan (Administrator), Trista Carraher (Council Auditor's Office), Daren Anderson (Office of General Counsel)

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| I. Welcome and Call to Order | Acting Chair Carrico |
| II. Public Comments Including Action Items | Acting Chair Carrico |
| III. Approval of Minutes | Acting Chair Carrico |
| • June 11, 2026 – TDC Regular Meeting* | |
| IV. Ranked Tourism Strategic Plan Advisory Council Recs | Dennis Thompson |
| V. Visit Jacksonville | Michael Corrigan |
| • FY 26-27 Sports Tourism Contract* | Carol Brock |
| • FY 26-27 Annual Plan* | |
| • FY 26-27 Travel Plan* | |
| • FY 26-27 Media Plan* | |
| • FY 26-27 Adjusted Budget* | |
| • FY 25-26 Budget Reallocation Request* | |
| • Brand Identity/Unified Marketing Plan Approval* | |
| • FY 25-26 3 rd Quarter Report + Upcoming Highlights | |
| VI. FY 26-27 Revised TDC Budget* | Acting Chair Carrico |
| VII. Financial Report | Trista Carraher |
| VIII. New Business | Acting Chair Carrico |
| IX. Closing Comments and Adjournment | Acting Chair Carrico |

*** Denotes motion needed**

Informational Material Included in Meeting Packet:

- Tourism Strategic Plan Four Pillars
- 2017 – 2026 Monthly Trends (Occupancy, ADR, TDC Revenue Data)
- Florida's First Coast of Golf Monthly Update

Next Meeting:

Thursday, October 22, 2026, 10:00 a.m., City Hall – Lynwood Roberts Room
FY 26-27 Grant Cycle – 1 of 2