

AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL MEETING

2:00 PM, April 02, 2025

James S. Page Governmental Complex, 96135 Nassau Place

Yulee, FL 32097

- A. Approve Amelia Island Tourist Development Council meeting minutes from December 11, 2024 and February 12, 2025.



AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL

3:00 PM, December 11, 2024

**James S. Page Governmental Complex, 96135 Nassau Place
Yulee, FL 32097**

OFFICIAL MINUTES

Call to Order at 3:01 p.m.

Invocation and Pledge of Allegiance

Roll Call

PRESENT:

Board Member William Wiest, Board Member Joshua Summers, Board Member Bob Hartman, Board Member Tim Poynter, Board Member Barbara Halverstadt, Board Member Phyllis Davis, and Commissioner John F. Martin

ABSENT:

Board Member John Beasley, and Board Member Lisa West

ALSO PRESENT:

Abigail Jorandby, Assistant County Attorney, and Aleina Colón, Deputy Clerk

Note: Commissioner Martin recognized Board Members Wiest, Summers, and Davis for their re-appointments, and he welcomed Fernandina Beach City Commissioner Tim Poynter to the Amelia Island Tourist Development Council (AITDC).

Expansions/Deletions to the Agenda: None.

Approval of the Minutes:

Approval of minutes for the September 25, 2024, Amelia Island Tourist Development Council (AITDC) meeting.

Motion: Approve the minutes for the meeting held on September 25, 2024.

Maker: Board Member Hartman

Second: Board Member Summers

Action: Approve

Aye: Board Member Wiest, Board Member Summers, Board Member Hartman, Board Member Poynter, Board Member Halverstadt, Board Member Davis, and Commissioner Martin.

Absent: Board Member Beasley, and Board Member West.

Note: Paul Beirnes, from the Conventions & Visitors Bureau (CVB), requested that Financials & Research be discussed before the Marketing Update.

Old Business:

Marketing Update:

Presentation: Mr. Beirnes provided a PowerPoint presentation regarding the marketing update. He summarized the destination performance, including the Fiscal Year 2025 (FY25) marketing plan, Amelia Island's Dining Month, and a campaign for overnight visitation. He reviewed the County's performance across Florida State from September 2023 to September 2024 and the Amelia Island Measurement Summary. Next, Mr. Beirnes provided a brief overview of return on investment (ROI), hotel revenue, searches, bookings, room nights, total travelers, and the top origin markets for past campaigns. He also reported that they received two Marcom Platinum Awards and five Adrian Awards from the Hospitality Sales & Marketing Association International (HSMIAI). He recapped the Amelia Island Dining Month, social media and content, public relations, 2024 Dickens on Centre, and the Tourism Tides monthly newsletter.

Financials:

Financials & Research:

Presentation: Mr. Beirnes presented a PowerPoint on the Fiscal Year 2024 (FY24) budget year-to-date. He reviewed the FY24 collections, the Tourist Development Taxes (TDT) collections in comparison to the monthly budget, and the Florida Short-Term Rentals (STR) statistics from January to September 2024. He then provided a summary of FY24 performance in terms of average daily rates, lodging occupancy, and vacation rentals. Mr. Beirnes addressed the booking pace for FY24 from January to March 2025, noting an anticipated increase of eleven percent for hotels and six percent for vacation rentals. Additionally, he gave a brief overview of the Fiscal Year 2025 (FY25) budget year-to-date. A brief discussion ensued regarding the decrease in vacation rentals from October to December, noting that it appeared to be an impact from the voting.

Presentation: Joseph St. Germain from Downs & St. Germain Research presented a PowerPoint regarding the economic impact of the 2024 Fiscal Year (FY24) and visitor tracking data collected from October 2023 to September 2024. During his presentation, he discussed the Visitor Tracking Study, explaining that the data is gathered through in-person surveys as well as other data sources. He provided a brief summary of the FY24 economic impact, covering aspects such as generated spending from visitors, the total number of visitors, room night accommodations, lodging metrics for all paid accommodations (including hotels and vacation rentals), jobs supported, wages generated, and household savings. Next, he discussed visitor tracking, reviewing the reasons for visiting Amelia Island, advertising recall and sources, the visitors' regions of origin, and the top markets for all visitors as well as overnight visitors. Mr. St. German discussed the economic impact of Dining Month, which runs from September 1 to September 30, 2024. He reviewed the report's scope, the participants in Dining Month, the number of room nights generated, direct spending, and the total economic impact. The board inquired about the recommendation to continue with Dining Month next year and the

overall budget for it. Mr. Beirnes stepped forward to explain that the plan is to continue with Dining Month next year and to introduce Dining Week in January 2025.

New Business:

Resolution - Recommending Sponsorship:

Discussion: Mr. Beirnes reviewed the Resolution for the sponsored organization and requested a recommendation to the Nassau County Board of County Commissioners (BOCC) for the sponsorship of the Town of Hilliard. This sponsorship would support the hosting and promoting of Vietnam Voices, a traveling replica of the Vietnam Memorial in Washington, D.C.

Motion: Approve Amelia Island Tourist Development Council (AITDC) Resolution No. 2024-184 recommending to the Nassau County Board of County Commissioners (BOCC) for the sponsorship of the Town of Hilliard for the Vietnam Voices Traveling Memorial Monument.

Maker: Board Member Poynter

Second: Board Member Wiest

Action: Approve

Aye: Board Member Wiest, Board Member Summers, Board Member Hartman, Board Member Poynter, Board Member Halverstadt, Board Member Davis, and Commissioner Martin.

Absent: Board Member Beasley, and Board Member West.

Fiscal Year 2025 (FY25) Meeting Schedule:

The upcoming meeting is scheduled for January 22, 2025. Future dates include March 26, 2025, May 28, 2025, July 23, 2025, and September 24, 2025.

General Public Comment: None.

Adjournment at 4:02 p.m.

Chairman



Amelia Island Tourist Development Council
3:00 PM, February 12, 2025
James S. Page Governmental Complex, 96135 Nassau Place
Yulee, FL 32097

OFFICIAL MINUTES

Call to order at 3:00 p.m.

Invocation and Pledge of Allegiance

Roll Call

PRESENT:

Commissioner John F. Martin, Board Member William Wiest, Board Member Phyllis Davis, Board Member Lisa West, Board Member Barbara Halverstadt (left at 4:18 p.m.), Board Member Bob Hartman, and Board Member Joshua Summers (arrived at 3:08 p.m.)

ABSENT:

Board Member John Beasley, and Board Member Tim Poynter

ALSO PRESENT:

Abigail Jorandby, Deputy County Attorney, Aleina Colón, Deputy Clerk, and Brittany Edwards, Recording Secretary

Approval of Minutes

Motion: Approve Approval of Minutes

Maker: Board Member Davis

Second: Board Member Wiest

Action: Approve

Aye: Commissioner Martin, Board Member Wiest, Board Member Davis, Board Member West, Board Member Halverstadt, and Board Member Hartman.

Absent: Board Member Beasley, Board Member Poynter, and Board Member Summers.

General Public Comment: None.

New Business

(Tab A) Sponsorships/Grants/Agreements

Discussion: Paul Beirnes, Conventions & Visitors Bureau (CVB) came forward to discuss the recommendation to the Nassau County Board of County

Commissioners for the engagement of Hayworth Creative, Inc. to execute Destination Marketing Related Services.

Motion: Approve the AITDC Resolution No. 2025-20, recommending to the Board of County Commissioners, the engagement of Hayworth Creative, Inc. to execute Destination Marketing Related Services in Fiscal Year 2024-2025, in the amount of \$163,300.00.

Maker: Board Member Hartman

Second: Board Member Halverstadt

Action: Approve

Aye: Commissioner Martin, Board Member Wiest, Board Member Davis, Board Member West, Board Member Halverstadt, and Board Member Hartman.

Absent: Board Member Beasley, Board Member Poynter, and Board Member Summers.

Discussion: Mr. Beirnes reviewed the request to recommend to the Nassau County Board of County Commissioners the sponsorship of the A.L. Lewis Historical Society Inc., for the A.L. Lewis Museum at American Beach in the amount of \$25,000.00.

Motion: Approve the AITDC Resolution No. 2025-21, recommending to the Board of County Commissioners, the sponsorship of the A.L. Lewis Historical Society, Inc., for the A.L. Lewis Museum at American Beach, in the amount of \$25,000.00.

Maker: Board Member Davis

Second: Board Member West

Action: Approve

Aye: Commissioner Martin, Board Member Wiest, Board Member Davis, Board Member West, Board Member Halverstadt, and Board Member Hartman.

Absent: Board Member Beasley, Board Member Poynter, and Board Member Summers.

Discussion: Mr. Beirnes reviewed the request regarding an recommendation to the Nassau County Board of County Commissioners for the sponsorship of Hagerty Group, LLC, for the Amelia Extended Events in the amount of \$45,000.00.

Motion: Approve the AITDC Resolution No. 2025-22, recommending to the Board of County Commissioners, the sponsorship of Hagerty Group LLC, for The Amelia Extended Events, for an additional amount of \$45,000.00, for a total sponsorship amount of \$100,000.00.

Maker: Board Member Halverstadt

Second: Board Member Hartman

Action: Approve

Aye: Commissioner Martin, Board Member Wiest, Board Member Davis, Board Member West, Board Member Halverstadt, Board Member Hartman, and Board Member Summers.

Absent: Board Member Beasley, and Board Member Poynter.

(Tab B) Fiscal Updates

Presentation: Mr. Beirnes provided a financial update, which includes the average daily rate and paid occupancy for hotel and vacation rentals from October to December 2024; the expected booking pace for hotels and vacation rentals for January to March 2025; Fiscal Year 2025 (FY25) year-to-date budget; and collections by budget and type for FY25.

Note: Ms. Jorandby advised that there were not minutes to be approved therefore the motion to approve should be rescinded.

Motion: Approve to rescind the previously approved motion to approve minutes.

Maker: Board Member Summers

Second: Board Member Davis

Action: Approve

Aye: Commissioner Martin, Board Member Wiest, Board Member Davis, Board Member West, Board Member Halverstadt, Board Member Hartman, and Board Member Summers.

Absent: Board Member Beasley, and Board Member Poynter.

(Tab C) Sunshine/Public Records Training

Presentation: Ms. Jorandby came forward to provide a PowerPoint presentation regarding Sunshine Law and Public Records Training. She reviewed the Sunshine Law, which includes the requirements, scope, penalties, voting and conflicts of interest, the Florida Public Records Law, request of public records, providing public records, and the management of public records.

Informational Items

(Tab D) Marketing Update

Presentation: Joseph St. Jermaine, CVB, came forward to review the economic impact of Dickens on Centre 2024. He reviewed direct spending, out-of-county visitors, event attendees, room nights, and the amount of visitors verses local residents. He noted the various statistics of the out-of-county attendees. Mr. Beirnes came forward to provide further input regarding the total attendees. Mariella Murphy, Director of Special Events, came forward to briefly discuss a vendor sales survey and she noted that the vendor sales had increased. Mr. Beirnes came forward to provide a marketing update. He reviewed the Destination Performance, Groups and Meetings, Dining Week January 17-26, 2025, Social Media Content for November and December 2024, Public Relations, and the TaxSlayer Gator Bowl recap. Mr. St. Jermaine came forward to review the Visitor Tracking Study for October thru December 2024 which includes an quarterly snapshot, economic impact on the destination, tourism snapshots metrics , pre-visit, trip planning/booking cycle, top trip planning sources, top reasons for visiting, other destinations considered. He further discussed the advertising recall, top sources of advertising recall, travel party profile, visitor profile, new and returning visitors, trip experience, post-

trip evaluation. Mr. St. Jermaine responded to the group's inquiry regarding visitor transportation.

(Tab E) Future Meetings

[a.] March 26, 2025, at 3:00 p.m.; [b.] May 28, 2025, at 3:00 p.m.; [c.] July 23, 2025, at 3:00 p.m.; and [d.] September 24, 2025, at 3:00 p.m.

Discussion: Mr. Beirnes advised that the March 26, 2025, meeting will need to be rescheduled and will determine that at a later date.

Adjournment at 4:20 p.m.

Chairman

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