

AMELIA  **ISLAND**
TOURIST DEVELOPMENT COUNCIL

Board Meeting
Wednesday, June 27, 2018
3:00 p.m.
Compass Group Board Room
961687 Gateway Blvd., Suite 201K
Amelia Island, FL 32034

Present: David Caples, Barbara Halverstadt, Bob Hartman, Danny Leeper, Jim
McManemon, Chip Ross, George Sheffield, Roy Smith, Donald Stamets
Absent: Jack Healan
Staff: Gil Langley, Melanie Crawford, Amy Boek, Kate Harris, Jaime Fallon, Deb
Nordstrom

I. Call to Order

Meeting was called to order by Danny Leeper at 3:03 p.m.

II. Approval of Minutes – April 05, 2018 TDC Meeting

A motion was made by Bob Hartman to approve minutes of last meeting, seconded by Donald Stamets. All approved.

(IX). New Business (moved up agenda from IX)

Mr. Langley started by explaining that a new contract was in the works. His indication is that the BOCC is happy with the AITDC and that they wish to extend. There are issues with the 1988 By Laws that would be addressed in the creation of a new contract. AICVB has retained a local attorney to review and advise.

A motion was made by Donald Stamets and seconded by Jim McManemon to continue the discussions falling under New Business. All approved.

III. Public Input: Items not on the agenda:

Dottie Richards who had recently retired from The Residence Inn of Amelia Island was recognized by the board in appreciation of her long and successful career. She was a great asset to the tourism industry and will be missed.

IV. Financials

Gil Langley

All budget items are in line. \$3.8 million still available, give or take as some transactions are still outstanding for reimbursement. Bed tax collections for the end of May came in at \$8.9 million. End of year should break \$140 million easily. August will slow down due to school starting. The 5% increase of bed tax will result in a budget increase and no reserves will be needed. Beach cleaning is up for discussion but there were no questions.

A motion was made to request budget changes for 2018/19 by Jim McManemon and seconded by Bob Hartman. All approved.

V. Performance Metrics

Gil Langley

Quarter 1 Visitor Profile was reviewed pointing out economic impact followed by a promo video to show how tourism dollars help the local economy. Occupancy was down in April and May but Rev Par was up. ADR was up by 6.7%.

VI. Marketing Campaign Presentation:

Miles Media gave an excellent insight into how they could take our current Ever So Slightly campaign and expand it from a very creative idea that focuses on nature and beauty and turn it into a more complex and highly effective vision targeting the new age successful audience. The goal is to evolve the current campaign into a more shared experience using Augmented Reality bringing interactive content to life.

Amy Boek explained that this proposal would also include keeping a paper Visitor Guide, promoting an interactive APP with in it, enhancements at the current Welcome Center, and the website. This would be a Phase I project of up to \$350,000. Jim McManemon asked what the return would be being answered as the same return as our past advertising campaigns. Danny Leeper asked for further description of what would be obtained in Phase I. Miles Media responded with approximately 20 videos to embellish, along with team input to come up with 5 animated characters to infuse. This will bring together current photography into animation integrating 40 or so images into the ESS current campaign. It would also include augmented reality and a printed Visitor Guide. Mr. Langley added that we would not be recommending this project if not confident of its overall success. 2019 would be roll out of this type of project within their company and the first.

Jim McManemon made a motion to approve the Phase I amount of up to \$350,000 for the Miles Media Campaign. Roy Smith seconded and all approved.

VII. Program Activity Reports

Amy Boek gave report on the upcoming promotions and events including the Shrimp Days of Summer which will take place end of summer and Dickens on Centre. RFPs have been sent out with Fanvergence Creative Group now being the selection to take DOC to the next level. The FY 2019 Media Budget was reviewed.

Board welcomed new employee Jaime Fallon who will be taking on special projects and evolving into handling a lot of these events.

Former team member, **Ktimene Axetell** was on hand to present to us the methodology, analytics and measurements of the visitor to Amelia Island through her work with The Arrivalist team. Her expertise will help us know how and when our future visitors will arrive and where the top locations are that are currently visiting. This data will assist in targeting our future ad and promotional campaigns.

Kate Harris started by reviewing the current optimization of our ameliaisland.com website. Many improvements and upgrades are currently being made to keep up with the everchanging technology evolvement. Constant use of videos is the leading content source of all our media channels with Facebook being the main hub of use. She gave the board a sneak peak of Love Amelia/Jax Airport video to be the first of a Facebook Series. On the international side she continues to connect with past and present travel prospects in London and Germany to continue the draw to Amelia.

VIII. Old Business

This part of the agenda will be revisited later.

IX. New Business

Chip Ross brought up the recent city commission meeting whereby it was approved that the Rainbow Flag could be raised at City Hall. Flag has since been stolen with much controversy surrounding the entire incident. City Hall has received numerous threats of boycotting Amelia Island. It was agreed that the TDC needs take no position in this matter.

Chip Ross also mentioned that the city marina will be closing for renovations starting this Fall.

X. Adjournment

Meeting was adjourned at 4:49 pm.

Approved _____, 2018
Tourist Development Council of Amelia Island, Florida

By: _____
Danny Leeper, Chair

By: _____
Attest: Gil Langley, Managing Director