

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL
Monday, March 18, 2019, 1:30 p.m.
County Auditorium

1. CALL TO ORDER – Irving Kass, Chairman
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL – Dena Masters
4. INTRODUCTION OF NEW TDC BOARD MEMBERS
 - Commissioner Nancy Sikes-Kline, City of St. Augustine
5. APPROVAL OF AGENDA (**Action Required**)
6. APPROVAL OF MINUTES (**Action Required**)
 - Regular Meeting – January 14, 2019
7. PUBLIC COMMENT – 3 minutes, Not related to agenda items
8. ECONOMIC IMPACT OF WATER RECREATION PRESENTATION – Carl Blow, FIND
9. VCB PROMOTION STRATEGY DISCUSSION
10. CULTURAL COUNCIL PROMOTION STRATEGY DISCUSSION
11. PROPOSED AMENDMENTS TO THE TOURIST DEVELOPMENT PLAN
12. MONTHLY REPORTS PROVIDED IN PACKETS
 - VCB
 - Cultural Council
 - YTD Bed Tax Collections
13. MEMBER COMMENTS
14. NEXT MEETING DATE - April 15th
15. ADJOURN