



**AGENDA  
JOINT LOCAL PLANNING AGENCY  
MEETING  
MARCH 12, 2019  
6:00 PM  
CITY HALL COMMISSION CHAMBERS  
204 ASH STREET  
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PLEDGE OF ALLEGIANCE**
- 4. APPROVAL OF MINUTES**
  - 4.1 *Joint Local Planning Agency Meeting - October 25, 2016*
- 5. DISCUSSION**
  - 5.1 **AMELIA ISLAND BIKE TRAIL** - *This item is placed on the agenda at the request of Commissioner Lednovich.*
  - 5.2 **PROCEDURES FOR THE AUTHORIZATION FOR EXPENDITURES OF MSTU** - *This item is placed on the agenda at the request of Vice Mayor Kreger.*
  - 5.3 **UPDATE ON CURRENT AND FUTURE RENOURISHMENT PROJECTS** - *This item is placed on the agenda at the request of Vice Mayor Kreger.*
  - 5.4 **OVERVIEW OF THE NORTHERN AMELIA ISLAND MONITORING** - *This item is placed on the agenda at the request of Vice Mayor Kreger.*
  - 5.5 **UNITED STATES ARMY CORPS OF ENGINEERS (USACE) PROJECT RESILIENCY** - *This item is placed on the agenda at the request of Vice Mayor Kreger.*
  - 5.6 **AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL (TDC) FUNDING FOR BEACH IMPROVEMENT PROJECTS** - *This item is placed on the agenda at the request of Vice Mayor Kreger.*
  - 5.7 **ANNEXATION PLANNING** - *This item is placed on the agenda at the request of the Nassau County Board of Commissioners.*
  - 5.8 **MAINTENANCE AND OWNERSHIP OF COUNTY ROADS IN CITY LIMITS** - *This item is placed on the agenda at the request of the Nassau County Board of Commissioners.*
  - 5.9 **BEACH CLEANUP** - *This item is placed on the agenda at the request of the Nassau County Board of Commissioners.*

- 5.10 **UPDATE ON NASSAU COUNTY'S EFFORTS RELATING TO A LAND ACQUISITION PROGRAM** - *This item is placed on the agenda at the request of the Nassau County Board of Commissioners.*
- 5.11 **TREE COMMISSION AND TREE PLANTING PROGRAM ISLAND-WIDE** - *This item is placed on the agenda at the request of the Nassau County Board of Commissioners.*
- 5.12 **CITY/COUNTY LAND CONSERVATION** - *This item is placed on the agenda at the request of Vice Mayor Kreger.*
- 5.13 **LIFEGUARD RECRUITMENT** - *This item is placed on the agenda at the request of Vice Mayor Kreger.*

**6. OTHER BUSINESS**

**7. ADJOURNMENT**

Persons with disabilities requiring accommodations in order to participate in this program or activity should contact the City Clerk at (904) 310-3115 or TTY/TDD 711 (for the hearing or speech impaired).

**CITY COMMISSION AGENDA ITEM**  
*City of Fernandina Beach*



SUBJECT: Approval of Minutes

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ITEM TYPE: Approval of Minutes

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REQUESTED ACTION:

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SYNOPSIS: Attached for approval are the minutes from the Joint Local Planning Agency Meeting on October 25, 2016.

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FISCAL IMPACT: N/A

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CITY ATTORNEY COMMENTS: N/A

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CITY MANAGER RECOMMENDATION(S): N/A

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Date: February 13, 2019

Submitted By: Nicole Bednar, Administrative Services Manager

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COMMISSION ACTION: Approve

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The City Commission of the City of Fernandina Beach, Florida, met in a Joint Local Planning Agency Meeting (JLPA) with the Nassau County Board of County Commissioners (NCBOCC) on Tuesday, October 25, 2016 at 6:00 pm in the City Commission Chambers. Present were Mayor John A. Miller, Vice-Mayor Robin Lentz, Commissioners Roy G. Smith, and Tim Poynter. Also present were City Manager Dale L. Martin, City Attorney Tammi Bach, and City Clerk Caroline Best. NCBOCC members present were Chairman Walter “Jr” Boatright, Vice-Chairman Danny Leeper, Commissioners Stephen Kelley and George Spicer. Also present were County Manager Ted Selby, County Attorney Mike Mullin and Deputy Clerk Connie Arthur. City Commissioner Len Kreger and County Commissioner Pat Edwards were absent.

PLEDGE OF ALLEGIANCE: County Commissioner Danny Leeper led the invocation and Mayor Miller called the meeting to order and led the pledge of allegiance.

AUDIENCE INPUT: There were no comments from the audience at this time.

EXPANSION ITEMS DELETIONS TO THE AGENDA: None presented.

CONSENT ITEMS:

- A. Approve Board minutes from the Amelia Island Joint Local Planning Agency Meeting held December 21, 2015. **A motion was made by Commissioner Poynter, seconded by Vice Mayor Lentz to approve the December 21, 2015 JLPA minutes. Vote upon passage if the motion was taken by ayes and nays and being all ayes, carried.**

NEW BUSINESS:

- A. Discussion of land conservation efforts. Topic presenter; City. City Manager Martin stated the land bank matter was raised by Commissioner Kreger. City Attorney Bach spoke to a variety of ways the City and County could implement a land fee or land bank in order to purchase lands for conservation. County Commissioner Leeper indicated he is not interested in raising taxes for County residents. County Manager Selby spoke to the Florida Land Trust being previously used as an avenue to purchase property on American Beach. County Manager Selby further commented that the NCBOCC did bring up starting a land bank several years ago but the idea never got out of the starting blocks. Vice Mayor Lentz inquired whether the NCBOCC had received any inquiries from County residents to purchase lands for conservation. County Manager Selby indicated one family, to his knowledge, donated lands to the County for conservation. Other than this particular incident he has not been asked by residents to start a land bank. Chairman Boatright commented that property along the St. Mary’s River was available for purchase some years ago but the County did not have the funds available at the time to make the purchase. Commissioner Leeper mentioned an ocean front lot the County owns in the Kentucky Avenue area; it’s too narrow to build on but the County would be interested in selling this property to the City to use as a beach access. Mayor Miller commented that the City would be interested in obtaining the large field in front of the School Board Building on Atlantic Avenue for inclusion into Central Park.
- B. Discussion of Beach Renourishment. Topic presenter; City. City Manager Martin commented that the challenges are related to the recent storm. County Manager Selby stated the South Amelia

Island Shore Stabilization Association (SAISSA) area of the island is reporting \$2.3 million worth of beach damage attributable to the storm which is being calculated into the overall beach renourishment plan of about \$18 million.

- C. Discussion regarding an alternate agreement for the County's Municipal Service Taxing Unit (MSTU) and the reallocation of services and funding based in today's level of service. Topic presenter and: City and County. County Manager Selby explained all are well aware the present MTSU is the result of a lawsuit and subsequent settlement agreement directed by the Courts. The County proposes the City funds for itself, the Fire Department, Law Enforcement and Animal Control and not pay into the MSTU fund like all of the unincorporated County residents. The way the County would propose doing this is to shut down the municipal service fund as they know it with the exception of the County Planning Department and the County Code Department. The City would pay based on the property appraisers tax rolls taxable value (25%), we (County) would take that amount of money and place a tax on all citizens in Nassau County for these services, we (County) would then rebate the City a check for 25%. This would mean an increase in millage for City residents, and an almost equal millage decrease for unincorporated areas. The City would receive an annual "rebate" check from the County, based on this year's dollar value it would have been for approximately \$2.5 million. This dollar amount would change every year based on taxable value fluctuations. The City would be able to decrease its millage rate by 1.438mils or take the additional revenue. The County will hold meetings with the Towns of Callahan and Hilliard because they currently do not pay into the MTSU fund. It will take a year to make all this happen. If there is consensus to move forward the County will process the necessary paperwork. ***There was consensus among the City Commissioners move forward with the MTSU.*** City Attorney Bach explained this has nothing to do with Fire Department and Law Enforcement levels of service, this is a separate issue than the one being discussed now.
- D. Discussion of Tourist Development Council Funding. Topic Presenter; City. City Manager Martin and City Attorney Bach commented that Commissioner Kreger desired to raise questions about expanded use of Tourist Development Council (TDC) funding for the "Leave No Trace" beach debris removal program. County Attorney Mullin explained the NCBOCC went out to bid for services and those bids were rejected. They plan to adjust the bid process a little bit to generate more responses. County Manager Selby stated at this time the County is on a month to month contract with current person they're contracted with to clean the beaches. This matter has presented a real challenge to get what the NCBOCC and citizens are looking for and at the same time make sure the job gets done. County Manager Selby mentioned he's tendered a contract with Roland Snelling for "Leave No Trace" beach cleanup as well as beach bathroom cleaning. The NCBOCC would like to have a contract that includes both these services rolled into one. City Attorney Bach questioned whether payment for cleaning the beach restrooms could be done with TDC funding. County Manager Selby and County Attorney Mullin indicated this is not presently a permissible use of TDC funds. City Manager Martin commented that once the County moves forward with their "Leave No Trace" program it will be structured in such a way that once the City adopts a "Leave No Trace" program as well it will be structured by some mechanism and in such a way that its rolled into the County's existing contract. City Attorney Bach suggested this could be accomplished by the end of the year. County Manager Selby is optimistic the "Leave No Trace" program will be effective. There was a brief discussion among Commissioners regarding

frustration with having to wait for FEMA dollars to begin beach cleanup after the storm. County Attorney Mullin stated that the County continues to ban Beach Driving until November 1<sup>st</sup> to coincide with the continuation of the Declaration of Emergency.

CITY BUSINESS: Any other business to come before the Board. City Attorney Bach asked, on behalf of Commissioner Kreger, when the JLPA would be discussing the beach renourishment MSTU, how it's allocated, the 2017 renourishment project, monitoring, etc. Commissioner Poynter commented that he would like to see the JLPA building towards future funding of beach renourishment. City Manager Martin invited the NCBOCC to attend the City of Fernandina Beach Visioning Meeting to be held December 14, 2016 at the Fernandina Beach Golf Course.

COUNTY MANAGER'S BUSINESS: Any other business to come before the Board. The County Manager had no comments at this time.

COUNTY ATTORNEY'S BUSINESS: Any other business to come before the Board. The County Attorney had no comments at this time.

COUNTY COMMISSIONER ITEM(S): Any other business to come before the Board. Chairman Boatright stated this would be his last JLPA meeting and that it's been a pleasure working with everyone and representing all of Nassau County. He expressed appreciation to everyone who puts their name on the line to accomplish good things for our communities. County Manager Selby commented that he's enjoyed his six years as county manager and is looking forward to retirement.

ADJOURNMENT: There being no further business to come before the Board the meeting was adjourned at 6:37 pm.

ATTEST:

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CAROLINE BEST  
City Clerk

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Robin Lentz  
Mayor-Commissioner

**CITY COMMISSION AGENDA ITEM**  
*City of Fernandina Beach*



SUBJECT: Discussion  
Amelia Island Tourist Development Council (TDC) Funding for Beach Improvement  
Projects

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ITEM TYPE: Discussion

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REQUESTED ACTION:

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SYNOPSIS: This item is placed on the agenda at the request of Vice Mayor Kreger.

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FISCAL IMPACT:

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CITY ATTORNEY COMMENTS:

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CITY MANAGER RECOMMENDATION(S):

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Date: February 19, 2019

Submitted By: Nicole Bednar, Administrative Services Manager

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COMMISSION ACTION:

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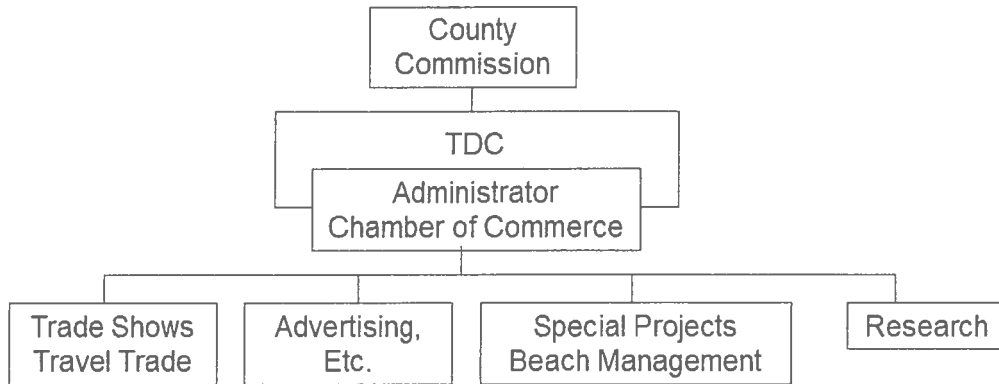
**AMELIA ISLAND  
TOURIST DEVELOPMENT COUNCIL  
TEN YEAR MARKETING PLAN  
EXECUTIVE SUMMARY**

The marketing plan contained herein is intended to become the ten year blueprint to guide the activities of the Amelia Island Tourist Development Council. The goal of the plan is to increase the number, length of stay and expenditures of visitors to Amelia Island and the greater Fernandina Beach area in pursuit of pleasure, business, and/or conference/convention experience.

The marketing plan will encompass the following elements: (1) advertising, public relations, direct mail and special event; (2) trade shows and travel trade; (3) beach improvement projects; and (4) research and administration. The initial budget for these combined activities is estimated to be \$350,000. It is the unanimous will of the TDC that no less that 75% of these monies be allocated directly to advertising activities and trade show/travel trade. It is understood that administrative costs as a percentage of the overall budget will be higher in the formative years than in the later years of the budget. There is strong consensus on the TDC to keep these costs to well below 15% of the budget. The budget allocations are outlined below:

Advertising/Public Relations/Direct Mail/Special Events	65%
Trade Shows and Travel Trade	10%
Beach Improvement Projects	10%
Research and Administration	<u>15%</u>
Total	100%

The organization chart of the TDC is presented below:



\*The TDC recognizes that research and administrative costs will vary substantially from the early years (as % of overall budget) to the out years of the program. These costs should decrease as a percentage of the overall budget.

The TDC intends to enlist the services of the Chamber of Commerce and/or hire a staff director to coordinate the activities conducted by the organization. It is envisioned that professional consultants could be retained and administered by staff to handle advertising, public relations, research and other marketing functions. The staff will be responsible for coordinating with community groups interested in promoting visitor business.

Research will identify the size and scope of our target market and help to refine the creative message we intend to convey. The plan will encompass a creative identity to be projected

consistently to this target market. Advertising messages will be created and produced to increase awareness of Amelia Island and Fernandina Beach as a destination for vacation, business, and group travel. The plan will encourage the creation and marketing of special events that enhance the image of Amelia Island/Fernandina Beach as a desirable visitor destination.

### **Advertising/Public Relations/Direct Mail/Special Events**

Advertising will include direct mail, public relations and special event promotion. It is an essential component in the marketing plan and will comprise at least 65% of the total budget. An advertising agency may be retained if deemed necessary by the TDC. The agency may be responsible for developing a creative image of Amelia Island/Fernandina Beach that will be uniformly projected in all the visitor-related advertising (including logo, theme, slogan, TV, radio, print, etc.)

The agency or managing entity, as directed and coordinated by the TDC and staff, will be responsible for the following tasks:

1. Consumer advertising in state, regional and national newspapers, magazines, TV, outdoor, or other appropriate medium;
2. Advertising directed at the travel agent/group travel marketplace including direct mail, trade publications to foster tour and travel;
3. Cooperative advertising programs with hotels, airlines, attractions, etc.
4. Others as appropriate.

A public relations firm may be retained by the TDC to perform the following functions:

1. Develop a public relations strategy consistent with the goals of the TDC plan.
2. Develop and coordinate promotions to support advertising efforts.

3. Develop and coordinate promotions with local hotels, airlines, rental car agencies, restaurants, and convention facilities.
4. Develop and implement publicity strategy for key markets.
5. Coordinate with advertising agency or managing entity to design and produce sales and support materials including:
  - Area Guidebook
  - Rack Brochure
  - Travel Agent Poster
  - Meeting and Convention Planners Facilities Guide
  - Press Kit Shells
  - Other materials as needed
6. Design and implement strategy to communicate with local citizens the achievements and goals of the TDC.
7. Develop and coordinate strategy to support advertising and publicity efforts.
8. Promotions with local airlines, hotels, car rental agencies.

The TDC will set aside up to 10% of the advertising budget to work with local groups and organizations on meritorious projects which will directly benefit the visitor industry and attract group business. The TDC and its staff will entertain requests for funding promotion dollars for events designed to increase visitor and group business. The TDC will fund these promotions in the event they are consistent with the goals as adopted in this plan and insofar as the budget permits.

### **Trade Show and Travel Trade**

Trade shows and travel trade are a very important component of the TDC's marketing plan. It is vital to effectively mesh these marketing efforts with the advertising strategy in order to be successful in winning group and visitor business. Trade shows involve sending staff to meetings of group tour planners, travel agents and consumer groups and mailing information to them in

developing an effective package to offer them. It involves joining associations and becoming actively involved with them. It will be important for the TDC staff director to work closely with local groups, especially the Chamber of Commerce in maximizing these efforts.

### **Beach Improvement Projects**

Beach improvement projects will be funded as deemed appropriate. It is understood that the island beach is our greatest natural asset and visitor destination. Most important, careful beach management will insure our competitive edge over other first coast beaches. Appropriate beach improvement projects would include but not be limited to improvement of beach facilities such as restrooms, showers, changing rooms, access areas, walk-overs, concessions, directional signage, picnic areas and safety/first aid stations.

### **Research and Administration**

The TDC will employ the Chamber of Commerce and/or staff as necessary to handle administrative matters and to carry out the policies of the council. Responsibilities will include but not be limited to the following:

1. Ensure all programs and activities comply with state and local statutes and ordinances.
2. Direct, coordinate and monitor activities of all professional firms or vendors under contract to the TDC.
3. Coordinate and act as liaison to all local organizations involved with visitor development including the Chamber, art groups, state and local tourist agencies, hotel and restaurant associations, etc. Also work with local, state and regional media to effectively communicate TDC programs to the public and to convey the importance of increased visitor business to the local economy.
4. All other duties as assigned by the TDC.

The administrative arm of the TDC may be supported by additional staff from the Chamber or other organizations, where appropriate. It is the intention of the TDC to maximize coordination among visitor development staffs of various civic and private organizations for the overall achievement of our community visitor goals.

The goal of research is to accurately target TDC expenditures for maximum effectiveness by creating the most effective message for the most appropriate markets.

The TDC will seek to generate information from potential visitors which can be utilized in developing marketing strategies. This information will be gathered by interviews with visitors at hotels, airports, business conferences, and special events like the Isle of Eight Flags Shrimp Festival. Interviews also will be conducted with visitors in key target markets like Georgia and Florida to determine their perceptions of Amelia Island and Fernandina Beach as a destination for vacation, business, etc.

Questions will be asked and research analyzed on items such as length of stay, money spent, demographic considerations and interest in specific activities, etc.

Research will be the basis for the TDC marketing plan. It will establish an initial benchmark from which to measure success with advertising, promotion and direct sales strategies. Research will provide the necessary information to make corrections in the marketing strategy.

## SUMMARY

This marketing plan is the product of many hours of individual, sub-committee and full committee work. Subsequent to adoption, it should not be easily amended. The members of the TDC believe this plan should comprise the marketing direction for the next ten years for Amelia Island/Fernandina Beach. Naturally marketing strategies will change for us from time to time and be re-directed as the market grows and expands. It is the firm conviction of the TDC, however, that the monies raised by taxing hotel and motel rooms should be used for promoting visitor and group business and not for other purposes. By adhering to this general plan the TDC can effectively promote this island to target markets and successfully compete with the other areas seeking additional visitors and their expenditures.

END