



**ST. AUGUSTINE  
PONTE VEDRA**  
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet  
Tuesday, April 14, 2026  
Homewood Suites by Hilton St. Augustine San Sebastian  
10 Prawn Street, St. Augustine, FL 32084

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**ST. AUGUSTINE  
PONTE VEDRA**  
FLORIDA'S HISTORIC COAST®

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VISITORS & CONVENTION BUREAU

**Anti-Trust Statement**

**The purpose of this meeting today is to act upon matters relating to the business of St. Johns County Visitors and Convention Bureau and not to discuss or pursue the business interests of individual companies. We should proceed with caution and alertness, keeping in mind the requirements and prohibitions of Federal and State Antitrust laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers or others. We should concern ourselves only with the business of St. Johns County Visitors and Convention Bureau as set forth in the agenda for this meeting.**

**Conflict of Interest Statement**

**It is the duty of every member of the Board of Directors who is in any way, directly or indirectly, interested in a contract or proposed contract with the St. Johns County Visitors and Convention Bureau to disclose the nature and extent of such interest and to refrain from voting in respect to the contract or proposed contract.**



**ST. AUGUSTINE  
PONTE VEDRA**  
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Agenda  
April 14, 2026 at 1:30 pm  
Homewood Suites by Hilton  
10 Prawn Street, St. Augustine, FL 32084

**Call to order:**

**Acknowledge Anti-Trust Statement and Conflict of Interest Statement:**

**Roll Call:**

**Public Comments:**

**Agenda Items**

1. Approval of March 2026 Minutes (vote required) – VCB Board Members
2. Financial Reports (vote required) – Samantha Palmer
3. President's Report – Susan Phillips
  - a. Primary Metrics & Departmental Reports – Susan Phillips
4. March 2026 Advertising/Media Reports – Susan Phillips
5. Tourism Employee of the Year Update – Susan Phillips
6. May 2026 State of the Tourism Industry (STI) Annual Event- Susan Phillips

**Committee Reports:**

Leisure Sales & Conference Sales Committee Meetings – Craig Schoninger

**Government Liaisons' Comments:**

St. Johns County Board of County Commissioners: Commissioner Krista Joseph

City of St. Augustine: Commissioner Jon DePreter/Melissa Wissel

City of St. Augustine Beach: Commissioner Don Samora

**Ex-officio Comments:**

St. Johns County Chamber of Commerce: Isabelle Renault

St. Johns County Cultural Council: Jeff Potts

**New Business:**

1. VCB Nominating Committee for Upcoming Board Seat Openings – Chair Charlie Robles
2. No May 2026 VCB Board meeting (due to STI on 5/13/2026) – Chair Charlie Robles

**Old Business:****Adjournment:**

**ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX  
FISCAL YEAR 2026**

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY
GROSS RECEIPTS	\$29,287,405.71	6.1%	\$37,297,247.14	5.1%	\$48,691,057.90	3.0%	\$35,303,204.12	-8.1%
EXEMPT RECEIPTS	-\$1,215,706.71	2.9%	-\$940,725.34	-28.8%	-\$1,231,116.70	-14.1%	-\$1,426,938.12	19.4%
TAXABLE RECEIPTS	\$ 28,071,699.00	6.3%	\$ 36,356,521.80	6.4%	\$ 47,459,941.20	3.5%	\$ 33,876,266.00	-8.9%
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,403,584.95</b>	<b>6.3%</b>	<b>\$ 1,817,826.09</b>	<b>6.4%</b>	<b>\$ 2,372,997.06</b>	<b>3.5%</b>	<b>\$ 1,693,813.30</b>	<b>-8.9%</b>
<b>ADJUSTMENTS</b>								
TOTAL TAX DUE	\$ 1,403,584.95	6.3%	\$ 1,817,826.09	6.4%	\$ 2,372,997.06	3.5%	\$ 1,693,813.30	-8.9%
LESS COLLECTION ALLOWANCE	-\$11,457.89		-\$14,459.31		-\$17,992.94		-\$13,653.96	
PLUS PENALTY	\$11,689.91		\$19,288.17		\$25,246.30		\$11,131.09	
PLUS INTEREST	\$409.29		\$1,008.05		\$705.95		\$431.09	
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,404,226.26</b>	<b>6.4%</b>	<b>\$ 1,823,663.00</b>	<b>6.3%</b>	<b>\$ 2,380,956.37</b>	<b>3.9%</b>	<b>\$ 1,691,721.52</b>	<b>-9.2%</b>
LESS TAX COLLECTOR & CLERK	\$ (28,084.53)	6.4%	\$ (36,473.26)	6.3%	\$ (47,619.13)	3.9%	\$ (33,834.43)	-9.2%
<b>NET TO TDC</b>	<b>\$ 1,376,141.73</b>	<b>6.4%</b>	<b>\$ 1,787,189.74</b>	<b>6.3%</b>	<b>\$ 2,333,337.24</b>	<b>3.9%</b>	<b>\$ 1,657,887.09</b>	<b>-9.2%</b>

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	\$ 40,881,777.94	0.4%						
EXEMPT RECEIPTS	-\$1,433,531.94	-43.6%						
TAXABLE RECEIPTS	\$ 39,448,246.00	3.3%						
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,972,412.30</b>	<b>3.3%</b>						
<b>ADJUSTMENTS</b>								
TOTAL TAX DUE	\$ 1,972,412.30	3.3%						
LESS COLLECTION ALLOWANCE	-\$16,662.92							
PLUS PENALTY	\$ 17,880.85							
PLUS INTEREST	\$ 1,948.79							
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,975,579.02</b>	<b>3.6%</b>						
LESS TAX COLLECTOR & CLERK	\$ (39,511.58)	3.6%						
<b>NET TO TDC</b>	<b>\$ 1,936,067.44</b>	<b>3.6%</b>						

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS									\$191,460,692.81	1.1%
EXEMPT RECEIPTS									-\$6,248,018.81	
TAXABLE RECEIPTS									\$185,212,674.00	
<b>TOTAL TAX COLLECTED</b>									<b>\$9,260,633.70</b>	1.9%
<b>ADJUSTMENTS</b>										
TOTAL TAX DUE									<b>\$9,260,633.70</b>	
LESS COLLECTION ALLOWANCE										
PLUS PENALTY										
PLUS INTEREST										
<b>TOTAL AMOUNT REMITTED</b>									<b>\$9,276,146.17</b>	2.0%
LESS TAX COLLECTOR & CLERK									-\$185,522.92	
<b>NET TO TDC</b>									<b>\$9,090,623.25</b>	2.0%

**FY 2026 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE**

OCC. MNTH	H/M	% of Ttl	PV+-	Condo	% of Ttl	PV+-	Apts	% of Ttl	PV+-
October	\$881,121.06	62.7%	<b>6.0%</b>	\$150,139.24	10.7%	<b>-0.3%</b>	\$279,991.92	19.9%	<b>8.2%</b>
November	\$1,128,634.03	61.9%	<b>0.9%</b>	\$171,068.72	9.4%	<b>8.7%</b>	\$397,515.84	21.8%	<b>17.3%</b>
December	\$1,472,859.42	61.9%	<b>3.5%</b>	\$189,145.39	7.9%	<b>-3.9%</b>	\$568,758.25	23.9%	<b>12.0%</b>
<b>2026 January</b>	\$965,414.55	57.1%	<b>-9.8%</b>	\$263,814.61	15.6%	<b>2.0%</b>	\$351,259.45	20.8%	<b>-13.2%</b>
February	\$1,121,874.84	56.8%	<b>3.0%</b>	\$294,214.36	14.9%	<b>-9.2%</b>	\$407,685.45	20.6%	<b>13.9%</b>
March									
April									
May									
June									
July									
August									
September									
<b>TOTAL</b>	<b>\$ 5,569,903.90</b>			<b>\$ 1,068,382.32</b>			<b>\$ 2,005,210.91</b>		

OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL
October	\$40,792.33	2.9%	<b>23.5%</b>	\$52,191.71	3.7%	<b>13.6%</b>	\$1,404,236.26
November	\$51,663.20	2.8%	<b>33.6%</b>	\$74,781.21	4.1%	<b>20.2%</b>	\$1,823,663.00
December	\$60,937.86	2.6%	<b>-10.3%</b>	\$89,255.45	3.7%	<b>-6.9%</b>	\$2,380,956.37
<b>2026 January</b>	\$49,376.20	2.9%	<b>-24.7%</b>	\$61,856.81	3.7%	<b>-2.3%</b>	\$1,691,721.62
February	\$78,292.42	4.0%	<b>1.5%</b>	\$73,511.95	3.7%	<b>24.2%</b>	\$ 1,975,579.02
March							\$ -
April							\$ -
May							\$ -
June							\$ -
July							\$ -
August							\$ -
September							\$ -
<b>TOTAL</b>	<b>\$ 281,062.01</b>			<b>\$ 351,597.13</b>			<b>\$ 9,276,156.27</b>

**FY 2026 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE**  
**ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL**

	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
<b>Fiscal Year 2026</b>												
OCT	\$427,312.70	30.4%	10.0%	\$293,104.14	20.9%	17.7%	\$564,887.43	40.2%	4.1%	\$18,567.31	1.3%	-16.1%
NOV	\$487,835.05	26.8%	-2.9%	\$335,403.36	18.4%	10.1%	\$850,369.51	46.6%	9.9%	\$25,236.72	1.4%	98.0%
DEC	\$654,948.55	27.5%	-0.5%	\$284,664.08	12.0%	17.8%	\$1,252,209.38	52.6%	5.5%	\$34,740.71	1.5%	-19.7%
JAN	\$547,002.16	32.3%	-1.5%	<b>\$279,810.55</b>	16.5%	-24.3%	\$734,506.31	43.4%	-7.0%	<b>\$22,566.41</b>	1.3%	-33.3%
FEB	\$639,255.41	32.4%	-3.8%	\$378,813.48	19.2%	19.2%	\$801,300.65	40.6%	5.1%	\$28,824.34	1.5%	-26.4%
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
<b>FY YTD \$</b>	<b>2,756,354</b>			<b>\$ 1,571,796</b>			<b>\$ 4,203,273</b>			<b>\$ 129,935</b>		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$80,242.99	5.7%	-8.3%	\$14,476.56	1.0%	0.5%	6.7%	\$5,635.13	0.4%	-64.8%	<b>\$1,404,226.26</b>
NOV	\$101,537.26	5.6%	3.2%	\$15,157.05	0.8%	-10.2%	6.4%	\$8,124.05	0.4%	19.6%	<b>\$1,823,663.00</b>
DEC	\$120,280.65	5.1%	-0.1%	\$21,869.89	0.9%	-5.7%	6.0%	\$12,243.11	0.5%	-31.8%	<b>\$2,380,956.37</b>
JAN	\$85,522.48	5.1%	-6.4%	\$13,677.09	0.8%	1.2%	5.9%	\$8,636.62	0.5%	-6.5%	<b>\$1,691,721.62</b>
FEB	\$101,812.14	5.2%	6.1%	\$17,780.23	0.9%	7.4%	6.1%	\$7,792.77	0.4%	-27.7%	<b>\$1,975,579.02</b>
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
<b>FY YTD \$</b>	<b>489,396</b>			<b>\$ 82,961</b>			<b>\$ 42,432</b>				<b>\$9,276,146.27</b>



# VCB INDUSTRY EMAIL STATISTICS MARCH 2026

Time Sent	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
03/31/26	Sustainability outreach email for Holly - 4	547	253	11	5	0
03/30/26	THIS WEEK 3-30-26	728	310	26	8	0
03/27/26	St. Augustine's Chris Pranis Named Global Sales Leader for Embassy Suites	797	314	16	11	0
03/26/26	Hastings' Cabbage, Potato, and Bacon Festival Returns April 25-26	1376	529	29	23	1
03/26/26	AI Seminar - May 14 2023 - 1	399	165	12	4	0
03/25/26	Dennis Rodman Headlines River City Wrestling Con	1284	486	0	18	3
03/25/26	2026 STI evite - 2	390	172	23	4	0
03/24/26	Eat, Play, and Relax with Solo Excursions on Florida's Historic Coast	1333	523	25	19	0
03/24/26	Sustainability outreach email for Holly - 3	543	252	15	7	2
03/23/26	Submit Your Events for the Summer Calendar!	516	239	14	3	0
03/23/26	THIS WEEK 3-23-26	889	407	25	10	0
03/20/26	Nights of Lights 2026 outreach - reminder	401	214	3	8	0
03/19/26	Florida's Photo Fest Takes Flight April 22-26 in St. Augustine	957	380	17	13	0
03/18/26	Nights of Lights 2026 outreach - Correction	399	211	5	6	0
03/18/26	Nights of Lights 2026 outreach	399	205	3	6	0
03/17/26	New Tastes, Experiences, and Stays Abound on Florida's Historic Coast	1367	513	33	20	1
03/17/26	May 2026 Travel Journalist Hosting Opportunity	102	39	2	0	0
03/17/26	2026 STI evite - 1	553	235	43	9	0
03/16/26	THIS WEEK 3-16-26	730	318	28	9	0
03/13/26	Sustainability outreach email for Holly - 2	436	193	8	6	0
03/12/26	VCB Social Mar 17 2026 - Home2 Suites - 3	403	181	10	4	1
03/11/26	Tourism Employee of the Year Nominations for the year 2025 - 4	571	235	17	6	0
03/11/26	FHC Business and Solo Travel Promotions	102	41	3	0	0
03/10/26	2026 STI Sponsorship outreach 2	486	245	9	7	0
03/10/26	Experience Centuries of Black History in June on Florida's Historic Coast	1335	576	19	12	0
03/09/26	THIS WEEK 3-9-26	883	424	36	5	0
03/06/26	Tourism Employee of the Year Nominations for the year 2025 - 3	593	261	20	7	0
03/05/26	Romance Flourishes on Florida's Historic Coast	988	398	14	9	0
03/04/26	Easter on Florida's Historic Coast Honors History, Tradition, and Faith	1335	587	16	10	0
03/04/26	Tourism Advisory Workshop 2026	493	229	20	5	0
03/04/26	Partner Report Card 2026	236	115	3	4	0
03/02/26	Sustainability outreach email for Holly - 1	411	195	10	4	0
03/02/26	THIS WEEK 3-2-26	734	330	27	6	0

# St. Johns County Visitors & Convention Bureau

## Call Center Statistics

March 1 - March 31, 2026

Total Calls Received:	130
Total Call Minutes:	464
Average Answer Time:	53.9
Brochures Ordered:	32

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# St. Johns County Visitors & Convention Bureau

## Requests By Guide

March 1 - March 31, 2026

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	18430
<b><u>GRAND TOTAL</u></b>	<b><u>18430</u></b>

# St. Johns County Visitors & Convention Bureau

## Requests By Source

March 1 - March 31, 2026

<u>Guide</u>	<u># of Requests</u>
AdQuire	17996
WebTraveler	86
Spring Events Calendar	234
2024 Visit Florida Magazine	3
2025 Visit Florida Magazine	14
2026 Visit Florida Magazine	65
Call Center	32
<b><u>GRAND TOTAL</u></b>	<b>18430</b>

# St. Johns County Visitors & Convention Bureau

## Requests By State

March 1 - March 31, 2026

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	6179	33.5%
GA	3395	18.4%
NC	2559	13.9%
IL	2051	11.1%
SC	1270	6.9%
VA	1002	5.4%
MD	929	5.0%
IN	257	1.4%
DC	245	1.3%
WV	98	0.5%
TX	44	0.2%
AL	36	0.2%
PA	36	0.2%
NY	34	0.2%
OH	30	0.2%
TN	28	0.2%
NJ	25	0.1%
MI	22	0.1%
WI	21	0.1%
MO	17	0.1%
CA	16	0.1%
KY	15	0.1%
MN	10	0.1%
CO	8	0.0%
LA	8	0.0%
MS	7	0.0%
AZ	6	0.0%
CT	6	0.0%
ME	6	0.0%
NE	6	0.0%
AR	5	0.0%
IA	5	0.0%
MA	5	0.0%
PR	5	0.0%
AK	4	0.0%
NV	4	0.0%

OR	4	0.0%
WA	4	0.0%
HI	3	0.0%
ID	3	0.0%
NH	3	0.0%
OK	3	0.0%
RI	3	0.0%
UT	3	0.0%
KS	2	0.0%
WY	2	0.0%
AA	1	0.0%
DE	1	0.0%
Foreign	1	0.0%
ND	1	0.0%
SD	1	0.0%
VT	1	0.0%

**GRAND TOTAL**                      **18430**

# St. Johns County Visitors & Convention Bureau

## Requests By Country

March 1 - March 31, 2026

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	18429	99.99%
Portugal	1	0.01%
<b>GRAND TOTAL</b>	<b>18430</b>	

# St. Johns County Visitors & Convention Bureau

## Have you visited our area before?

March 1 - March 31, 2026

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	17	53%	64	58%
Yes	15	47%	46	42%
<b>TOTAL</b>	<b>32</b>		<b>110</b>	

## St. Johns County Visitors & Convention Bureau

### When do you plan to visit? (Month Year)

March 1 - March 31, 2026

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-26	0	0%	3	3%
Feb-26	0	0%	19	17%
Mar-26	8	25%	35	32%
Apr-26	12	38%	24	22%
May-26	1	3%	6	5%
Jun-26	2	6%	4	4%
Jul-26	1	3%	1	1%
Aug-26	1	3%	1	1%
Sep-26	2	6%	4	4%
Oct-26	0	0%	1	1%
Nov-26	0	0%	3	3%
Dec-26	0	0%	3	3%
Jan-27	2	6%	3	3%
Feb-27	0	0%	0	0%
Mar-27	0	0%	0	0%
Apr-27	0	0%	0	0%
May-27	0	0%	0	0%
Jun-27	0	0%	0	0%
Jul-27	0	0%	0	0%
Aug-27	0	0%	0	0%
Sep-27	0	0%	0	0%
Oct-27	0	0%	0	0%
Nov-27	0	0%	0	0%
Dec-27	0	0%	0	0%
Unsure 2026	3	9%	3	3%
Unsure 2027	0	0%	0	0%
<b>TOTAL</b>	<b>32</b>		<b>110</b>	

# St. Johns County Visitors & Convention Bureau

## How long do you plan to stay?

March 1 - March 31, 2026

<u>Length of Stay</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	1	3%	2	2%
2 days	1	3%	8	7%
3 days	6	19%	34	31%
1 week	12	38%	38	35%
2 weeks	0	0%	8	7%
3 weeks	1	3%	2	2%
1 month	0	0%	1	1%
2 months	1	3%	1	1%
3 months	0	0%	1	1%
Don't know	10	31%	15	14%
<b>TOTAL</b>	<b>32</b>		<b>110</b>	

# St. Johns County Visitors & Convention Bureau

## How many people will be traveling in your party?

March 1 - March 31, 2026

<u>Number of People</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	2	6%	5	5%
2	14	44%	56	51%
3	1	3%	11	10%
Four or more	7	22%	26	24%
Don't know	8	25%	12	11%
<b>TOTAL</b>	<b>32</b>		<b>110</b>	

# St. Johns County Visitors & Convention Bureau

## What type of accommodations are you interested in?

March 1 - March 31, 2026

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	23	72%	83	75%
Hotel / Motel	4	13%	13	12%
Bed / Breakfast	1	3%	7	6%
Condo	0	0%	1	1%
RV	1	3%	1	1%
Single Family	2	6%	2	2%
Efficiency / Suite	1	3%	3	3%
<b>TOTAL</b>	<b>32</b>		<b>110</b>	