ST. AUGUSTINE PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
Tuesday, October 27, 2026 at 1:30 p.m.
Flagler College, Markland House
102 King St., St. Augustine, FL 32084

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ST. AUGUSTINE
PONTE VEDRA
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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
October 27, 2026, 1:30 p.m.
Flagler College, Markland House
102 King St., St. Augustine, FL 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

1. Election of VCB Board Officers (vote required) – Chair Charlie Robles
2. Approval of August 2026 Minutes (vote required) – VCB Board of Directors
3. Approval of September 2026/FYE Financial Reports (vote required) – Samantha Palmer
4. President's Report – Susan Phillips
    a. Primary Metrics & Departmental Reports – Susan Phillips
5. August & September 2026 Advertising/Media Reports – Susan Phillips
6. VCB 2026 Annual Meeting Update – Susan Phillips

Committee Reports:

Conference Sales Committees – Craig Schoninger

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Ann Taylor

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. Amendment 3 – Chair Charlie Robles

Old Business:

1. Evelyn Lopez-Kelly Retirement/Leisure Sales Position/Focus – Chair Charlie Robles
2. Sip Out Loud – Chair Charlie Robles

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%
TOTAL TAX COLLECTED	**$ 1,403,584.95**	6.3%	**$ 1,817,826.09**	6.4%	**$ 2,372,997.06**	3.5%	**$ 1,693,813.30**	-8.9%
ADJUSTMENTS								
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		$431.09	
TOTAL AMOUNT REMITTED	**$ 1,404,226.26**	6.4%	**$ 1,823,663.00**	6.3%	**$ 2,380,956.37**	3.9%	**$ 1,691,721.52**	-9.2%
LESS TAX COLLECTOR & CLERK	$ (28,084.53)	6.4%	$ (36,473.26)	6.3%	$ (47,619.13)	3.9%	$ (33,834.43)	-9.2%
NET TO TDC	**$ 1,376,141.73**	6.4%	**$ 1,787,189.74**	6.3%	**$ 2,333,337.24**	3.9%	**$ 1,657,887.09**	-9.2%

	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY
GROSS RECEIPTS	$ 40,881,777.94	0.4%	$58,756,497.65	1.9%	$48,253,131.19	5.3%	$41,965,041.07	-0.9%
EXEMPT RECEIPTS	-$1,433,531.94	-43.6%	-$1,328,036.65	0.0%	-$1,458,641.99	19.9%	-$992,039.47	-27.4%
TAXABLE RECEIPTS	$ 39,448,246.00	3.3%	$ 57,428,461.00	2.0%	$ 46,794,489.20	4.9%	$ 40,973,001.60	-0.1%
TOTAL TAX COLLECTED	**$ 1,972,412.30**	3.3%	**$ 2,871,423.05**	2.0%	**$ 2,339,724.46**	4.9%	**$ 2,048,650.08**	-0.1%
ADJUSTMENTS								
TOTAL TAX DUE	$ 1,972,412.30	3.3%	$ 2,871,423.05	2.0%	$ 2,339,724.46	4.9%	$ 2,048,650.08	-0.1%
LESS COLLECTION ALLOWANCE	-$16,662.92		-$22,882.53		-$19,429.64		-$18,173.61	
PLUS PENALTY	$ 17,880.85		$20,750.59		$12,571.33		$9,685.58	
PLUS INTEREST	$ 1,948.79		$1,360.20		$303.44		$655.89	
TOTAL AMOUNT REMITTED	**$ 1,975,579.02**	3.6%	**$ 2,870,651.31**	2.4%	**$ 2,333,169.59**	3.7%	**$ 2,040,817.94**	-0.6%
LESS TAX COLLECTOR & CLERK	$ (39,511.58)	3.6%	$ (57,413.03)	2.4%	$ (46,663.40)	3.7%	$ (40,816.36)	-0.6%
NET TO TDC	**$ 1,936,067.44**	3.6%	**$ 2,813,238.28**	2.4%	**$ 2,286,506.19**	3.7%	**$ 2,000,001.58**	-0.6%

	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	$ 46,143,435.38	0.3%	$50,297,937.20	7.7%	$ 31,981,971.19				**$468,858,706.49**	1.9%
EXEMPT RECEIPTS	$ (1,369,599.38)	18.3%	-$1,563,323.20	65.1%	-$1,253,151.79				**-$14,212,811.29**	
TAXABLE RECEIPTS	$ 44,773,836.00	-0.2%	$ 48,734,614.00	6.5%	$ 30,728,819.40				**$454,645,895.20**	2.1%
TOTAL TAX COLLECTED	**$ 2,238,691.80**	-0.2%	**$ 2,436,730.70**	6.5%	**$ 1,536,440.97**				**$22,732,294.76**	2.1%
ADJUSTMENTS										
TOTAL TAX DUE	$ 2,238,691.80	-0.2%	$ 2,436,730.70	6.5%	$ 1,536,440.97				**$22,732,294.76**	
LESS COLLECTION ALLOWANCE	$ (23,802.88)		$ (24,405.15)		-$16,128.47					
PLUS PENALTY	$ 12,466.48		$ 8,327.09		$ 11,998.90					
PLUS INTEREST	$ 399.45		$ 260.09		$ 558.12					
TOTAL AMOUNT REMITTED	**$ 2,227,754.85**	-0.6%	**$ 2,420,912.73**	6.5%	**$ 1,532,869.52**				**$22,702,322.11**	1.9%
LESS TAX COLLECTOR & CLERK	$ (44,555.10)	-0.6%	$ (48,419.26)	6.5%	-$30,657.40				**-$454,047.47**	
NET TO TDC	**$ 2,183,199.75**	-0.6%	**$ 2,372,493.47**	6.5%	**$ 1,502,212.12**				**$22,248,274.64**	1.9%

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%	**6.0%**	$150,139.24	10.7%	**-0.3%**	$279,991.92	19.9%	**8.2%**
November	$1,128,634.03	61.9%	**0.9%**	$171,068.72	9.4%	**8.7%**	$397,515.84	21.8%	**17.3%**
December	$1,472,859.42	61.9%	**3.5%**	$189,145.39	7.9%	**-3.9%**	$568,758.25	23.9%	**12.0%**
2026 January	$965,414.55	57.1%	**-9.8%**	$263,814.61	15.6%	**2.0%**	$351,259.45	20.8%	**-13.2%**
February	$1,121,874.84	56.8%	**3.0%**	$294,214.36	14.9%	**-9.2%**	$407,685.45	20.6%	**13.9%**
March	$1,614,335.50	56.2%	**2.3%**	$442,507.12	15.4%	**-5.1%**	$671,078.98	23.4%	**12.1%**
April	$1,333,819.61	57.2%	**4.5%**	$334,964.12	14.4%	**-0.1%**	$554,769.77	23.8%	**10.4%**
May	$1,153,505.80	56.5%	**0.3%**	$283,094.06	13.9%	**-9.1%**	$512,111.95	25.1%	**13.3%**
June	$1,005,976.79	45.2%	**-0.1%**	$445,231.95	20.0%	**-17.6%**	$697,989.34	31.3%	**18.6%**
July	$1,097,668.23	45.3%	**5.4%**	$530,633.22	21.9%	**-5.8%**	$709,299.96	29.3%	**20.4%**
August	$736,658.73	48.1%	**-5.9%**	$283,957.02	18.5%	**12.1%**	$451,053.29	29.4%	**2.9%**
September									
TOTAL	**$ 12,511,868.56**			**$ 3,388,769.81**			**$ 5,601,514.20**		

OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL
October	$40,792.33	2.9%	**23.5%**	$52,191.71	3.7%	**13.6%**	$1,404,236.26
November	$51,663.20	2.8%	**33.6%**	$74,781.21	4.1%	**20.2%**	$1,823,663.00
December	$60,937.86	2.6%	**-10.3%**	$89,255.45	3.7%	**-6.9%**	$2,380,956.37
2026 January	$49,376.20	2.9%	**-24.7%**	$61,856.81	3.7%	**-2.3%**	$1,691,721.62
February	$78,292.42	4.0%	**1.5%**	$73,511.95	3.7%	**24.2%**	$ 1,975,579.02
March	$77,049.92	2.7%	**-9.9%**	$65,679.79	2.3%	**-13.6%**	$ 2,870,651.31
April	$58,535.04	2.5%	**-12.1%**	$51,081.05	2.2%	**-25.0%**	$ 2,333,169.59
May	$45,385.99	2.2%	**-43.5%**	$46,720.14	2.3%	**-19.0%**	$ 2,040,817.94
June	$44,772.52	2.0%	**-21.4%**	$33,784.25	1.5%	**-30.9%**	$ 2,227,754.85
July	$43,918.43	1.8%	**0.6%**	$39,392.89	1.6%	**9.5%**	$ 2,420,912.73
August	$26,361.08	1.7%	**-23.3%**	$34,839.40	2.3%	**-17.2%**	$ 1,532,869.52
September							$ -
TOTAL	**$ 577,084.99**			**$ 623,094.65**			**$ 22,702,332.21**

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		
Fiscal Year 2026	**32080**	**% TTL**	**+/- PY**	**32082**	**% TTL**	**+/- PY**	**32084**	**% TTL**	**+/- PY**	**32086**	**% TTL**	**+/- PY**
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%	**$279,810.55**	16.5%	-24.3%	$734,506.31	43.4%	-7.0%	**$22,566.41**	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	$995,430.91	34.7%	-5.2%	$603,864.08	21.0%	14.1%	$1,080,947.40	37.7%	4.8%	$31,951.62	1.1%	-25.8%
APR	$829,317.59	35.5%	-1.2%	$524,310.65	22.5%	20.0%	$841,802.66	36.1%	1.6%	$22,118.64	0.9%	-26.4%
MAY	$740,697.63	36.3%	-1.9%	$431,697.14	21.2%	15.6%	$738,265.99	36.2%	-2.3%	$24,128.41	1.2%	-52.1%
JUN	$980,429.46	44.0%	-5.2%	$412,068.14	18.5%	18.3%	$727,012.99	32.6%	-1.4%	$18,548.05	0.8%	-30.0%
JUL	$1,084,871.84	44.8%	1.4%	$423,732.65	17.5%	20.6%	$794,915.22	32.8%	11.7%	$16,533.86	0.7%	-19.2%
AUG	$660,758.61	43.1%	10.3%	$240,491.48	15.7%	-17.4%	$539,047.27	35.2%	-3.8%	$ 12,466.09	0.8%	-35.9%
SEP												
FY YTD	**$ 8,047,860**			**$ 4,207,960**			**$ 8,925,265**			**$ 255,682**		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	**% TTL**	**+/- PY**	**32095**	**% TTL**	**+/- PY**	**92+95**	**OTHER**	**% TTL**	**+/- PY**	**TOTAL**
OCT	$80,242.99	5.7%	-8.3%	$14,476.56	1.0%	0.5%	6.7%	$5,635.13	0.4%	-64.8%	**$1,404,226.26**
NOV	$101,537.26	5.6%	3.2%	$15,157.05	0.8%	-10.2%	6.4%	$8,124.05	0.4%	19.6%	**$1,823,663.00**
DEC	$120,280.65	5.1%	-0.1%	$21,869.89	0.9%	-5.7%	6.0%	$12,243.11	0.5%	-31.8%	**$2,380,956.37**
JAN	$85,522.48	5.1%	-6.4%	$13,677.09	0.8%	1.2%	5.9%	$8,636.62	0.5%	-6.5%	**$1,691,721.62**
FEB	$101,812.14	5.2%	6.1%	$17,780.23	0.9%	7.4%	6.1%	$7,792.77	0.4%	-27.7%	**$1,975,579.02**
MAR	$124,400.16	4.3%	6.8%	$21,596.85	0.8%	-4.1%	5.1%	$12,460.29	0.4%	4.6%	**$2,870,651.31**
APR	$91,679.41	3.9%	3.8%	$15,462.03	0.7%	-1.0%	4.6%	$8,478.61	0.4%	-13.2%	**$2,333,169.59**
MAY	$84,753.01	4.2%	-10.5%	$12,498.15	0.6%	-4.7%	4.8%	$8,777.61	0.4%	-4.0%	**$2,040,817.94**
JUN	$66,412.32	3.0%	-9.4%	$14,456.95	0.6%	28.2%	3.6%	$8,826.94	0.4%	-14.5%	**$2,227,754.85**
JUL	$79,198.27	3.3%	-19.0%	$13,212.91	0.5%	-2.4%	3.8%	$8,447.98	0.3%	-3.8%	**$2,420,912.73**
AUG	$64,473.73	4.2%	-3.6%	$9,310.06	0.6%	15.5%	4.8%	$6,322.28	0.4%	5.9%	**$1,532,869.52**
SEP											
FY YTD	**$ 1,000,312**			**$ 169,498**				**$ 95,745**			**$22,702,322.21**

VCB INDUSTRY EMAIL STATISTICS SEPTEMBER 2026

Date	Campaign Name	Sends	Open Rate	Clicks	Click Rate	Bounce Rate
9/30/26	VCB Social Oct 14, 26 - Spanish Military Hospital	414	49.4%	22	5.4%	0.7%
9/29/26	Amendment 3 Outreach from SP to BCC, TDC & AMP	15	60.0%	0	0.0%	0.0%
9/29/26	Amendment 3 Outreach from SP	381	55.7%	3	0.8%	0.5%
9/28/26	Evelyn Lopez-Kelley - retirement reception 4	532	50.6%	8	1.5%	0.4%
9/28/26	THIS WEEK 9-28-26	729	45.2%	28	3.9%	0.8%
9/22/26	Evelyn Lopez-Kelley - retirement reception 3	534	54.5%	7	1.3%	0.7%
9/21/26	THIS WEEK 9-21-26	731	45.6%	35	4.8%	1.2%
9/17/26	2026 Annual Meeting Invite 5	413	55.5%	22	5.4%	1.0%
9/14/26	THIS WEEK 9-14-26	736	43.5%	31	4.3%	1.4%
9/10/26	St. Augustine's Nights of Lights Returns	1295	42.5%	21	1.7%	2.0%
9/10/26	VCB Co-op Advertising Opportunities	472	52.5%	21	4.5%	1.5%
9/10/26	2026 Annual Meeting Invite 4	416	52.7%	16	3.9%	1.4%
9/9/26	Nights of Lights Calendar of Events Submissions 2026 - 3	528	42.2%	21	4.0%	1.7%
9/8/26	Evelyn Lopez-Kelley - retirement reception 2	536	52.5%	7	1.3%	1.5%
9/7/26	THIS WEEK 9-7-26	734	45.6%	22	3.1%	2.0%
9/4/26	FY2027 Board of Directors Ballot	472	57.0%	69	14.9%	1.9%
9/3/26	2026 Annual Meeting Invite 3	418	54.6%	22	5.3%	1.4%
9/2/26	Nights of Lights Calendar of Events Submissions 2026 - 2	527	44.5%	23	4.4%	1.5%

St. Johns County Visitors & Convention Bureau

Call Center Statistics

September 1 - September 30, 2026

Total Calls Received:	375
Total Call Minutes:	667.5
Average Answer Time:	36.6
Brochures Ordered:	27

St. Johns County Visitors & Convention Bureau

Requests By Guide

September 1 - September 30, 2026

Guide	# of Requests
St Augustine Travel Planner	303
GRAND TOTAL	303

St. Johns County Visitors & Convention Bureau

Requests By Source

September 1 - September 30, 2026

Guide	# of Requests
WebTraveler	129
Summer Events Calendar	82
2026 Visit Florida Magazine	55
Call Center	27
2025 Visit Florida Magazine	9
2024 Visit Florida Magazine	1
GRAND TOTAL	303

St. Johns County Visitors & Convention Bureau

Requests By State

September 1 - September 30, 2026

STATE	# of Requests	%
FL	63	20.8%
IL	24	7.9%
SC	22	7.3%
NY	18	5.9%
GA	15	5.0%
PA	15	5.0%
NC	13	4.3%
OH	12	4.0%
WI	11	3.6%
NJ	9	3.0%
VA	9	3.0%
MD	8	2.6%
MI	7	2.3%
IN	5	1.7%
MA	5	1.7%
MO	5	1.7%
TN	5	1.7%
AL	4	1.3%
CO	4	1.3%
KS	4	1.3%
LA	4	1.3%
WV	4	1.3%
CA	3	1.0%
CT	3	1.0%
KY	3	1.0%
OK	3	1.0%
WA	3	1.0%
AZ	2	0.7%
DE	2	0.7%
IA	2	0.7%
MN	2	0.7%
MS	2	0.7%
TX	2	0.7%
VT	2	0.7%
AR	1	0.3%
Foreign	1	0.3%

MT	1	0.3%
ND	1	0.3%
NE	1	0.3%
NH	1	0.3%
NV	1	0.3%
UT	1	0.3%
GRAND TOTAL	**303**	

St. Johns County Visitors & Convention Bureau

Requests By Country

September 1 - September 30, 2026

COUNTRY	# of Requests	%
USA	302	99.67%
Canada	1	0.01%
GRAND TOTAL	**303**	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

September 1 - September 30, 2026

Visit Before?	This month	Month %	YTD	YTD%
No	15	56%	143	58.13%
Yes	12	44%	103	41.87%
TOTAL	27		246	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

September 1 - September 30, 2026

When Visiting?	This month	Month %	YTD	YTD%
Jan-26	0	0%	3	1%
Feb-26	0	0%	19	8%
Mar-26	0	0%	35	14%
Apr-26	0	0%	32	13%
May-26	0	0%	16	7%
Jun-26	0	0%	15	6%
Jul-26	0	0%	15	6%
Aug-26	0	0%	13	5%
Sep-26	2	7%	22	9%
Oct-26	7	26%	22	9%
Nov-26	5	19%	14	6%
Dec-26	4	15%	15	6%
Jan-27	2	7%	6	2%
Feb-27	1	4%	2	1%
Mar-27	2	7%	6	2%
Apr-27	1	4%	1	0%
May-27	0	0%	0	0%
Jun-27	0	0%	1	0%
Jul-27	1	4%	1	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	2	7%	8	3%
Unsure 2027	0	0%	0	0%
TOTAL	27		246	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

September 1 - September 30, 2026

Length of Stay	This month	Month %	YTD	YTD%
1 day	0	0%	4	2%
2 days	1	4%	16	7%
3 days	5	19%	69	28%
1 week	13	48%	94	38%
2 weeks	2	7%	20	8%
3 weeks	0	0%	3	1%
1 month	2	7%	6	2%
2 months	0	0%	2	1%
3 months	0	0%	1	0%
Don't know	4	15%	31	13%
TOTAL	27		246	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

September 1 - September 30, 2026

Number of People	This month	Month %	YTD	YTD%
1	4	15%	16	7%
2	14	52%	125	51%
3	0	0%	24	10%
Four or more	6	22%	61	25%
Don't know	3	11%	20	8%
TOTAL	27		246	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

September 1 - September 30, 2026

Type	This month	Month %	YTD	YTD%
All	20	74%	161	65%
Hotel / Motel	3	11%	41	17%
Bed / Breakfast	2	7%	24	10%
Condo	0	0%	4	2%
RV	0	0%	3	1%
Single Family	1	4%	4	2%
Efficiency / Suite	1	4%	9	4%
TOTAL	27		246	