



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
Tuesday, January 13, 2026
Hyatt Place Vilano Beach
117 Vilano Rd., 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
January 13, 2026 1:30 pm
Hyatt Place, Vilano Beach
117 Vilano Road, St. Augustine, FL 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

1. Nominate and Vote on Board Seat Replacement for Stephen Boudreau (vote required) – Chair Charlie Robles
 - a. Stephen Boudreau vacated his VCB Board seat in late December 2025 due to his transfer to a property in Dallas, TX. Stephen has represented the I-95/WGV corridor.
2. Approval of November 2025 Minutes (vote required) – Chair Charlie Robles
3. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
4. December 2025 Financial Report (vote required) – Sam Palmer
5. November & December 2025 Advertising/Media Reports – Susan Phillips
6. Update on Partner Drops (vote required) – Chair Charlie Robles and Susan Phillips
7. Presentation of New Data Dashboard – Craig Schoninger

Committee Reports:

Leisure Sales Committee – Craig Schoninger

Conference Sales Committee Meeting – 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. 2026 Tourism Advisory Workshops Update – Susan Phillips
2. Tourism Employee of the Year Update – Susan Phillips
3. May 2026 State of the Tourism Industry (STI) Annual Event- Chair Charlie Robles and Susan Phillips
4. Update on Nights of Lights - Chair Charlie Robles and Susan Phillips

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%								
EXEMPT RECEIPTS	-\$1,215,706.71	2.9%								
TAXABLE RECEIPTS	\$ 28,071,699.00	6.3%								
TOTAL TAX COLLECTED	\$ 1,403,584.95	6.3%								
ADJUSTMENTS										
TOTAL TAX DUE	\$ 1,403,584.95	6.3%								
LESS COLLECTION ALLOWANCE	-\$11,457.89									
PLUS PENALTY	\$11,689.91									
PLUS INTEREST	\$409.29									
TOTAL AMOUNT REMITTED	\$ 1,404,226.26	6.4%								
LESS TAX COLLECTOR & CLERK	\$ (28,084.53)	6.4%								
NET TO TDC	\$ 1,376,141.73	6.4%								
	FEB	% PY	MAR	% PY	APR	% PY	MAY	% PY		
GROSS RECEIPTS										
EXEMPT RECEIPTS										
TAXABLE RECEIPTS										
TOTAL TAX COLLECTED										
ADJUSTMENTS										
TOTAL TAX DUE										
LESS COLLECTION ALLOWANCE										
PLUS PENALTY										
PLUS INTEREST										
TOTAL AMOUNT REMITTED										
LESS TAX COLLECTOR & CLERK										
NET TO TDC										
	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS									\$29,287,405.71	6.1%
EXEMPT RECEIPTS									-\$1,215,706.71	
TAXABLE RECEIPTS									\$28,071,699.00	
TOTAL TAX COLLECTED									\$1,403,584.95	6.3%
ADJUSTMENTS										
TOTAL TAX DUE									\$1,403,584.95	
LESS COLLECTION ALLOWANCE										
PLUS PENALTY										
PLUS INTEREST										
TOTAL AMOUNT REMITTED									\$1,404,226.26	6.4%
LESS TAX COLLECTOR & CLERK									-\$28,084.53	
NET TO TDC									\$1,376,141.73	6.4%

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

December

2026 January

February

March

April

May

June

July

August

September

TOTAL \$ 881,121.06
\$ 150,139.24
\$ 279,991.92

OCC. MNTH	Camp	% of Ttl	PV+-	B&B	% of Ttl	PV+-	TOTAL
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October	\$40,792.33	2.9%	23.5%	\$52,191.71	3.7%	13.6%	\$1,404,236.26
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November

December

2026 January

February

March

April

May

June

July

August

September

TOTAL \$ 40,792.33
\$ 52,191.71
\$ 1,404,236.26

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
Fiscal Year 2026												
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												
DEC												
JAN												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 427,313			\$ 293,104			\$ 564,887			\$ 18,567		

	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%	-100.0%	\$1,404,226.26
NOV											
DEC											
JAN											
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 80,243			\$ 14,477				\$ 5,635			\$1,404,226.26



VCB INDUSTRY EMAIL STATISTICS NOVEMBER 2025

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Fri, Nov 28, 2025, 10:30 AM	Gullah Geechee Heritage Festival Celebrates 451 Years of African Culture	1,327	608 47%	18 1%	44 3%	2 1%
Tue, Nov 25, 2025, 1:46 PM	PartnerCom week of 11-25-25	504	246 50%	16 3%	12 2%	0 0%
Tue, Nov 25, 2025, 8:29 AM	PartnerCom week of 9-8-25	496	250 51%	16 3%	9 2%	0 0%
Mon, Nov 24, 2025, 2:21 PM	AI Seminar - January 8 - 1	502	228 46%	13 3%	9 2%	0 0%
Mon, Nov 24, 2025, 12:54 PM	correction Fort Mose Jazz and Blues Series Tickets now on Sale	1,296	580 46%	21 2%	30 2%	1 1%
Mon, Nov 24, 2025, 12:46 PM	Fort Mose Jazz and Blues Series Tickets now on Sale	1,212	536 45%	14 1%	30 2%	1 1%
Mon, Nov 24, 2025, 12:44 PM	AI Seminar - September 25th - 3	446	212 48%	28 6%	5 1%	0 0%
Mon, Nov 24, 2025, 12:20 PM	Holiday Markets Feature Local Makers on Florida's Historic Coast	1,331	634 49%	105 8%	31 2%	1 1%
Mon, Nov 24, 2025, 9:08 AM	THIS WEEK 11-24-25	728	331 46%	31 4%	12 2%	0 0%
Fri, Nov 21, 2025, 10:06 AM	NOL KBYG campaign business fyi 4	606	283 48%	14 2%	13 2%	0 0%
Thu, Nov 20, 2025, 10:06 AM	VCB Holiday Open House 2025 - 1	548	251 47%	4 1%	9 2%	0 0%
Mon, Nov 17, 2025, 9:40 AM	THIS WEEK 11-17-25	884	428 49%	40 5%	14 2%	0 0%
Fri, Nov 14, 2025, 9:16 AM	NOL KBYG campaign business fyi 3	578	306 54%	25 4%	13 2%	0 0%
Thu, Nov 13, 2025, 9:53 AM	NOL KBYG campaign business fyi 2	519	240 47%	22 4%	11 2%	0 0%
Tue, Nov 11, 2025, 10:02 AM	VCB Social 3 - Christmas Market	395	202 52%	18 5%	10 3%	1 1%
Mon, Nov 10, 2025, 9:21 AM	THIS WEEK 11-10-25	888	426 49%	31 4%	18 2%	0 0%
Wed, Nov 5, 2025, 10:02 AM	VCB Social 2 - Christmas Market	394	201 52%	16 4%	9 2%	0 0%
Mon, Nov 3, 2025, 8:44 AM	THIS WEEK 11-03-25	887	447 51%	44 5%	16 2%	0 0%

Key Takeaways:

AI Visibility:

- LLM Sessions: **+35% MoM**
- AI Overview: 767 citations (**+341** vs last month)
- ChatGPT: 68 citations

Traffic Performance:

Overall sessions decreased **37% YoY**, driven primarily by:

- google / cpc (-76%)
- google / organic (-9%)
- m.facebook.com / referral (-79%)

Top Partners:

- Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort (**+92%**)
- Carriage Way Inn Bed & Breakfast (**+187%**)

Top Landing Pages:

- /nights-lights/ (**+13%**), *optimized in October*
- /nights-lights/nights-of-lights-free-shuttle/ (**+112%**), *optimized in November*, earned a #1 ranking for the keyword "st augustine night of lights parking"
- /blog/thanksgiving-dining-in-st-augustine (**+8%**)

Top Markets:

- Jacksonville: **+2%**
- Gainesville: **+38%**
- Tallahassee: **+97%**

Email Performance

Total Subscribers: 273,398

Opt-In Email:

- Messages Sent: 42,004
- CTOR: 28%
- Visit to Website: 1,040
- Length of Visit: 0:05:12

Other Source Subscribers Email:

- Messages Sent: 163,256
- CTOR: 29%
- Visit to Website: 572
- Length of Visit: 0:04:47

Tasks Completed in November:

- Optimize: Nights of Lights Shuttle page
- Enhance: Holiday Shopping blog
- Enhance: Offbeat blog

Upcoming Tasks:

December:

- Optimize: New Years Eve page
- Optimize: Whats Open for Christmas blog
- Enhance: Best Beaches blog



Executive Summary

 GA4 Performance

 GSC Performance

St. Johns County Visitors & Convention Bureau

Call Center Statistics

December 1 - December 31, 2025

Total Calls Received:	120
Total Call Minutes:	370.5
Average Answer Time:	8 secs
Brochures Ordered:	18

St. Johns County Visitors & Convention Bureau

Requests By Guide

December 1 - December 31, 2025

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	312
<u>GRAND TOTAL</u>	<u>312</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

December 1 - December 31, 2025

<u>Guide</u>	<u># of Requests</u>
WebTraveler	25
Nights of Lights	161
2023 Visit Florida Magazine	1
2024 Visit Florida Magazine	1
2025 Visit Florida Magazine	105
2026 Visit Florida Magazine	1
Call Center	18
GRAND TOTAL	312

St. Johns County Visitors & Convention Bureau

Requests By State

December 1 - December 31, 2025

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	66	21.2%
NC	20	6.4%
SC	18	5.8%
NY	16	5.1%
GA	15	4.8%
OH	14	4.5%
WI	12	3.8%
IL	11	3.5%
MI	11	3.5%
NJ	11	3.5%
CA	10	3.2%
PA	10	3.2%
IN	7	2.2%
KY	7	2.2%
TX	7	2.2%
AZ	6	1.9%
MD	6	1.9%
ME	6	1.9%
MN	6	1.9%
MO	6	1.9%
TN	6	1.9%
VA	6	1.9%
LA	5	1.6%
CT	3	1.0%
DE	3	1.0%
MA	3	1.0%
MS	3	1.0%
OK	3	1.0%
WA	3	1.0%
AK	2	0.6%
AR	2	0.6%
AL	1	0.3%
CO	1	0.3%
Foreign	1	0.3%
HI	1	0.3%
NH	1	0.3%

RI	1	0.3%
UT	1	0.3%
WV	1	0.3%
GRAND TOTAL	312	

St. Johns County Visitors & Convention Bureau

Requests By Country

December 1 - December 31, 2025

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	311	99.68%
Canda	1	0.32%
GRAND TOTAL	312	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

December 1 - December 31, 2025

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	9	50%	154	66%
Yes	9	50%	81	34%
TOTAL	18		235	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

December 1 - December 31, 2025

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-25	0	0%	0	0%
Feb-25	0	0%	8	3%
Mar-25	0	0%	11	5%
Apr-25	0	0%	1	0%
May-25	0	0%	3	1%
Jun-25	0	0%	16	7%
Jul-25	0	0%	15	6%
Aug-25	0	0%	16	7%
Sep-25	0	0%	18	8%
Oct-25	0	0%	19	8%
Nov-25	0	0%	24	10%
Dec-25	5	28%	33	14%
Jan-26	5	28%	18	8%
Feb-26	4	22%	11	5%
Mar-26	2	11%	15	6%
Apr-26	0	0%	1	0%
May-26	1	6%	2	1%
Jun-26	1	6%	2	1%
Jul-26	0	0%	0	0%
Aug-26	0	0%	1	0%
Sep-26	0	0%	0	0%
Oct-26	0	0%	0	0%
Nov-26	0	0%	0	0%
Dec-26	0	0%	0	0%
Unsure 2025	0	0%	21	9%
Unsure 2026	0	0%	0	0%
TOTAL	18		235	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

December 1 - December 31, 2025

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	3	1%
2 days	1	6%	20	9%
3 days	6	33%	73	31%
1 week	3	17%	74	31%
2 weeks	2	11%	10	4%
3 weeks	1	6%	2	1%
1 month	1	6%	4	2%
2 months	0	0%	1	0%
3 months	0	0%	2	1%
Don't know	4	22%	46	20%
TOTAL	18		235	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

December 1 - December 31, 2025

<u>Number of People</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	6%	14	6%
2	8	44%	114	49%
3	0	0%	17	7%
Four or more	7	39%	57	24%
Don't know	2	11%	33	14%
TOTAL	18		235	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

December 1 - December 31, 2025

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	16	89%	191	81%
Hotel / Motel	1	6%	25	11%
Bed / Breakfast	1	6%	7	3%
Condo	0	0%	6	3%
RV	0	0%	2	1%
Single Family	0	0%	2	1%
Efficiency / Suite	0	0%	2	1%
TOTAL	18		235	