


(Regular Items 6 and 7 were presented together.)

 (02/06/18 - ?? - 2:06 p.m.)

6. TOURIST DEVELOPMENT TAX - DISCUSSION OF A 5TH CENT. THE BOARD OF COUNTY COMMISSIONERS MADE A REQUEST TO HEAR A PRESENTATION REGARDING THE LEVYING AND USE OF THE 5TH CENT, OF TOURIST DEVELOPMENT TAX. THE PRESENTATION WILL INCLUDE THE COUNTY'S ELIGIBILITY TO IMPLEMENT THE TAX AND USE OF GENERATED REVENUES, AS DESCRIBED BY FLORIDA STATUTE 125.0104

Tera Meeks, Director, Tourism and Cultural Development, provided details, via PowerPoint. She reviewed Florida Statute 125.0104, current levied bed tax uses and allocations, Fiscal Year (FY) 2017 tax collection totals based on zip codes, and eligible unlevied bed tax - double check language. She noted that the fifth cent would generate annually an estimated \$2.57 million.

bed tax allocations and the possibility of adding a fifth cent

Regina Ross, deputy county attorney, said the board could reallocate some funds or levy an additional cent but would need to make sure the purposes for levying it for are appropriate according to the statute existing allowable uses for bed tax dollars

(2:10 p.m.) Discussion ensued on bed tax allocations, expected uses for the fifth cent and the per year expense, utilizing the fifth cent for beach renourishment or a beach management program, Tourist Development Tax in surrounding counties,


Additionally, Board members expressed their positions on ?? the item...


Dean stated "??"

Impact on the Counties ability and MSTU ability to meet the requirement of the state's 50 percent share/impacts to the toptaghy and intergrity of the beach
Property value reductions


Additional comments provided by Wanchick on utilizing the fifth cent.

**IS THIS POSITIONS OF THE BOARD?OR
DEAN STATED AND DISCUSSION ENSUED ON...**

 (2:17 p.m.) Dean seeks support from the Board to increase the bed tax by one cent and to the extent possible without taking any money away from the current four cents, and to use the additional one cent for beach management, beach restoration and beach renourishment – immediate crisis – due to mother nature – important of beaches – Need to give immediate attention to the critical beach erosion – One way out, first step is to increase the bed tax by one cent and to then look toward a long-term beach management program – Requested consensus to refer this item to the TDC for the Council's consideration and recommendation or say recommended approval

 (2:21 p.m.) Johns allocation of levied tax, ord 2011-31 slide –/ mechanism in place to receive tax payer money back from the federal government and it bogged down in burcroacy – this is one option to peck away at 70 mil / cty costs due to not controlling the beaches (permitting, analysis, other services to the state and fed gov't)
Beaches are not contiguous controlled by one entity
Who gives permission to do what from private property, locally, state federally controlled beaches – out of cty's control
Requested details on how to achieve the intended goal (restoring the deviation from the hurricanes and does the cty have the ability to do so)

- A specific use of fifth cent

 2:25 Dean cty has achievable goal for the south pv and vilano one-time sand placement – dean advocating for a one cent bed tax increase – since dec 19th's meeting vote to go forward with (see below motion) new circumstances developed based on Irma and noreasters, dramatic changed circumstances with R76-R117 PROP VALUE REDUCTION- an – immediate need ?? – going forward is to provide additional local revnue – to levy fifth cent bed tax

Increase the bed tax by one cent for a one time sand replacement
Bpard should address the needs of the pv proper

Identified project/estimated cost/a way to do it (using off-shore sand)/short of funds/only source identified by Dean is the one cent bed tax increase


(12:30 p.m.) Motion by Dean, seconded by Johns, carried 5/0, to approve St. Johns County Ordinance No. 2017-59, creating the Ponte Vedra and Vilano Beaches Dune and Beach Restoration Municipal Service Taxing Units (MSTU); boundaries including properties R76-R117; with an automatic sunset provision, based on the proposed survey results; with an automatic sunset at pay off of the MSTU; with staff recommendation of the exclusion of properties on the east and west sides of A1A; [and with a six year payback to the MSTU].


(1:06 p.m.) Encinosa suggested approving the motion with the following modifications: The MSTUs would span from R76-R117; the millage shall only be levied until the County's share of the dune restoration project, described by staff, has been repaid, which

includes up to \$10 million in principle plus financing costs; in the event the County does not levy millage in 2018, then staff is directed to bring back an ordinance to repeal the MSTU; and for purposes of the survey, only staff will include project costs and millage examples for the six year payback period.

(1:07 p.m.) Subsequently, the amended motion, as stated above, carried 3/2, with Smith and Waldron dissenting.

Florida Department of Environmental Protection (FDEP) website as "critically eroded"

 (2:30 p.m.) Johns complexity of placing sand on the beach has not been addressed - months looking at an MSTU to be sure that it addressed a specific need and circumstances have changed during the time period - HOW DO WE ENSURE THE THAT WE ARE GOING TO ACHIEVE THE GOAL AND BY WHAT TIME PERIOD IF THIS MOVES FORWARD - STATED HE HAS NOT HEARD AN ANSWER - Is the sand proposed to go on private property, local controlled property, state controlled property, or federal controlled property - have heard no details on the proposals that would reduce the cost - no data represented to indicate how and when the goals would be achieved /


 2:31 dean sand placed on private property above the mean high water line - maybe call renourishment details (offshore sand) - feasibility is addressed through the offshore source of sand - feasibility of bringing in sand by dump truck is no longer feasible - TO GO FORWARD WE NEED ADDITIONAL REVNUUE AND NEED TO USE AN OFFSHORE SOURCE OF SAND, STATED IF THE BOARD WERE TO AGREE TO IMPLIMENT THE ONE CENT BED TAX INCREASE, THE PROJECT COULD COMMENCE IN THE FALL OF 2018 AND BE DONE BY THE SUMMER OF 2019 (S PV AND VILANO BEACH SECTION - ESTIMATE OF 9 MILES)


FUNDING


FEASIBILITY OF THE PROJECT - WILL IT WORK, DURATION

TOTAL PROJECT COST

Decrease in ad valorem revenue


 2:33 Johns asked who was willing to state, once the sand is placed, it will solve the problem that the city won't have this same problem after the next nature occurrences (storms)/dean responded that the questioned now led to a long-term bcg management program and renourishment for the city

 (2:35 p.m.) Waldron asked staff (Wanchick) about moving forward - back to tdc asking recommendation on levying the 5th cent and how it could be used - MORE THAN LIEKLY TAKING OUT

 (2:36 P.M.) Wanchick SPV and Vilano Bach MSTU update slide - REVIEWED THE original PROPOSED mstu WITH A 6-YEAR PAYBACK, ASSESSING PROPERTY ON BOTH SIDES OF a1a, 16 mil project, local share and state funding match, 10 cubic yards project on the beach - Reviewed three additional options to ??

with modifications: the 6-year payback with a modified project, due to the source of sand and lewed other programs (long term)

once cent is not the solution to the problem - NEED a long term sustainable funding source

 Johns sand restored, wouldn't values be restored in a year - Wanchick recapture prop values - SAND PLACEMENT AND KEEPING SAND IN PLACE - IN FAVOR OF ENABLING PEOPLE TO PROTECT THEIR PROPERTY BUT WHEN IT COMES TO TAXING THE MASSES IN PERPRUITTY OF SOMETHING THAT WE DON'T KNOW WILL ACHIEVE THE GOAL, I NEED MORE PROVE - **to find a mechanism to enable people to protect their property**

Ease the permitting process, clarify the obstructions with the state and federal government, so that people can protect their property, has heard that the cty is approving but the states not (can't get a permit to put a wall up, sand behind home, or other things) - focus to enable people to protect their property without placing the expectation on someone one that it is successful