

Chamber Connections



Annual Chamber Golf Tournament will be held at the Ocean Golf Course at the Ponte Vedra Inn & Club on Monday, May 16

Registration is now open & sponsorship opportunities are available.



March 2022



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Photo provided by St. Johns County Chamber of Commerce Ponte Vedra Beach Division/Source: www.pontevedra.com/things-to-do/golf



MESSAGE FROM THE PRESIDENT/CEO



Isabelle Renault
President/CEO
St. Johns County
Chamber of Commerce

The Chamber is proud to present the **Leadership St. Johns Program**. The 2022 class joins 20 other cohorts of leaders making a difference in our community. This group of community leaders has already met for a planning retreat and several days of meetings. Many more meeting days are planned for 2022 and they are planning their class project.

The members of the 2022 Leadership St. Johns Class are: **Erika Alba**, Foley & Lardner LLP; **John Choi**, Northrop Grumman; **Ryan Clark**, Code Ninja franchise owner; **Darrell Clarkson**, Pivot CPAs; **Skip**

Cole, St. Johns County Sheriff's Office; **Cory Darling**, Ascension St. Vincent's; **Julie Hindall**, JAXUSA Partnership; **Wayne King**, St. Johns County School District; **Jackie Kotos**, Firehouse Subs Public Safety Foundation; **Melissa Lime**, St. Johns County School District; **Scott Maynard**, St. Johns County Chamber of Commerce; **Shane McKay**, St. Johns County Government; **Teresa Mercurio**, RE/MAX 100 Realty; **Sharon Mitchell**, Florida Power & Light; **Berta Odom**, REMAX 100 Realty; **Corey Sakryd**, City of St. Augustine; **Gretchen Saunders**, St. Johns County School District; **Nadyne Sneyd**, St. Johns County Sheriff's Office; **Beth Tate**, The Kesley Group, LLC; **Meredith Tekin**, IBCCES; **Mary Anne Thomas**, Ascension St. Vincent's Foundation; **Cindy Walker**, City of St. Augustine; **Rich Warner**, City of St. Augustine; and **Josh Woolsey**, Woolsey Morcom, PLLC.

If you are interested in the 2023 class, watch for the nomination announcement in the fall and or reach out to bob.porter@sjcchamber.com

Growth — We know that the northwest section of St. Johns County is growing at a phenomenal rate. To fulfill our mission, we are hosting an open house on March 31 at Mattamy Homes' River House in Rivertown. We are inviting new businesses in this region, and current board members will explain the many benefits of Chamber membership.

Influencing Policy to benefit businesses is a key component of St. Johns County Chamber's mission. Proud to announce that the Chamber's effort, led by VP, Public Policy Bob Porter and the members of the Public Policy Committee, looks to score some significant wins at the state level in 2022. While the governor has line-item veto authority over the state budget recently submitted by the Florida legislature, it is anticipated that the multi-year reauthorization and 2022-23 \$50 million appropriation for Visit Florida will be approved. Other issues the Chamber engaged with include: Workforce housing funds (received \$363 million — most in 16 years) and the ultimate elimination of that sales tax on commercial leases (on track to decrease from 5.50% to 2% in 2022).

A robust array of events filled with networking opportunities and educational programs is under way. More on our website at www.sjcchamber.com. Just click on Events. See you soon.

Stay safe, connected and informed!

Regards,
Isabelle Renault
President and CEO, St. Johns County Chamber of Commerce

MESSAGE FROM THE DIRECTOR



Karen Everett
Director, PVB Division
St. Johns County
Chamber of Commerce

Happy spring!

What a busy three months! Packed with Chamber Before Hours, Chamber at Noons, Chamber After Hours and the Chamber After Hours at THE PLAYERS came roaring back with a sold-out crowd of Jax Chamber and St. Johns Chamber members March 3!

And, the annual St. Johns County Chamber of Commerce Golf Tournament is scheduled for Monday, May 16, at the Ponte Vedra Inn and Club. Mark your calendar and watch for more information.

The Chamber of Commerce is led by many intrepid volunteer leaders. Board members and ambassadors attend events, ribbon cuttings and provide guidance on the future of this organization. The election process is approaching in May — please consider running for a position. More information coming.

Remember, the Chamber operates the Ponte Vedra Beach Visitor Information Center at 200 Solana Road, Ste. B in Ponte Vedra Beach. Stop by for a map, brochure, magazine, etc. We also have information about Chamber businesses on display.

Hope to see you soon,

Karen Everett
Director, Ponte Vedra Beach Division
St. Johns County Chamber of Commerce

CHAMBER UPCOMING EVENTS

PVB Division Chamber Before Hours

When: 8-9 a.m. Tuesday, April 5

Where: Ponte Vedra Wellness Nocatee, 205 Marketside Ave., Ste. 200, Ponte Vedra

Sponsor: Ponte Vedra Wellness

PVB Division Joint Chamber at Noon with JAX Chamber

When: 11:30 a.m. to 1 p.m. Thursday, April 14

Where: Casa Marina Hotel, Jacksonville Beach

Speaker: Harold Crow, EVP, general manager, Jax Jumbo Shrimp

Sponsor: Fields Auto Group

Annual Legislative Breakfast

When: Friday, April 22

Where: Renaissance World Golf Village, 500 S. Legacy Trail, St. Augustine

PVB Division Chamber After Hours

When: 5:30 to 7 p.m. Wednesday, April 27

Where: First Horizon (formerly known as Iberia), 250 A1A North, Ponte Vedra Beach

Sponsor: First Horizon Bank

Annual Chamber Golf Tournament

When: Monday, May 16

Where: Ocean Course at Ponte Vedra Inn and Club

For further information and to register at The St. Johns County Chamber of Commerce website, go to sjcchamber.com.



THE PLAYERS vice president and executive director Jared Rice was the guest speaker at the Jan. 12 joint Chamber at Noon event at Casa Marina Hotel and Restaurant in Jacksonville Beach.



Photos by Anthony Richards

Charlie Tramazzo with USO, **THE PLAYERS** vice president and executive director Jared Rice and tournament chairman Matt Welch at the Jan. 12 joint Chamber at Noon.

Rice talks **THE PLAYERS** at joint Chamber at Noon

By Anthony Richards

Weeks into 2022, the focus began to shift to Ponte Vedra Beach's most marquee event, **THE PLAYERS**.

Tournament vice president and executive director Jared Rice was the guest speaker at the Jan. 12 Chamber at Noon event, which was hosted by both the St. Johns County and Jacksonville Chambers of Commerce.

He talked to the crowd in attendance at the Casa Marina Hotel and Restaurant in Jacksonville Beach about the excitement surrounding the plan for the event.

"This tournament is the flagship and the gold standard for our tour," Rice said.

Despite the viewing audience remaining steady throughout the pandemic, with 215 countries and territories receiving event programming, Rice acknowledged that the last couple of years were rough and presented unique challenges for all involved.

It started with the 2020 championship, which was taking place when many sport leagues across the nation began shutting down due to the concern revolving around the COVID-19. As a result, that year's event was cancelled.

"I think everyone knows where they were on March 12, 2020," Rice said.

The championship was back in 2021, but procedures were in place with safety in mind including having a limited capacity of fans. Despite the challenges, the tournament went off as usual and was a success.

"Internally, it was widely viewed as our finest hour," Rice said.

However, Rice was anxious for what 2022 would hold and it would start and end with the inclusion of more fans.

"We all trust it will be an uncapped environment," Rice said. "But we have also shown we are flexible, and health and safety will always be in mind."

According to Rice, the festivities dur-

ing the week leading up to tournament play would once again take place this year, with military members honored Tuesday along with a concert starring a country musician.

Rice said he expected the championship to provide the local economic impact that had become accustomed before the pandemic.

The pre-pandemic economic impact figures on Northeast Florida included \$212 million brought in annually to the area, as well as \$115 million of off-site spending from event attendees.

"We expect to get back to those levels," Rice said.

From a business perspective the tournament brings an array of opportunities with more than 500 businesses on-site seeking to reach out to local, national and international markets.

Tournament Chairman Matt Welch was also on hand to speak to the Chambers about the initiatives **THE PLAYERS** does

to give back to local charities.

"It's much more than just a golf tournament," Welch said. "The money it raises stays within the five-county area."

According to Welch, since its inception **THE PLAYERS** has helped support 300-plus charities that benefit local residents.

The amount of money donated is one of the things he is most proud of from all the success the tournament has had.

"We don't just write checks but go out and help the charities get where they want to be," Welch said. "By coming out to the tournament and supporting it, you are playing a part."

One of the neat changes this year was the implementation of allowing up to two children ages 15 and under with a ticketed adult.

According to Rice, the goal behind it was to continue to promote the game of golf to the next generation.

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After-Hours at THE PLAYERS

After-Hours at THE PLAYERS Championship, an annual networking event, was co-hosted Thursday, March 3, by the JAX Chamber and the St. Johns County Chamber of Commerce. It was held in the Stadium Village at TPC Sawgrass.

Photos by Susan Griffin



Nancy and Gary Hallett



Felicia and Mel Cox



Jacksonville Beach Mayor Chris Hoffman, Cory Nichols and Kortney Webb.



Ruth's Chris Steak House had some tasty offerings at the event.



Ember & Iron



The crew from the Ponte Vedra Wellness Center had a table at the event.



Joe Wilhelm, circulation manager for The Ponte Vedra Recorder, brought a supply of the Insider's Guide.

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Chamber golf tournament set for May 16

The annual St. Johns County Chamber of Commerce Golf Tournament will be Monday, May 16, at the renowned Ocean Golf Course at Ponte Vedra Inn and Club.

Registration for golfers is now open on the Chamber's website. Go to www.sjchamber.com and click on events and then May 16. A few sponsorship opportunities remain. Contact Ericha Gore at Ericha.gore@sjchamber.com regarding sponsorships.

"This annual event draws hundreds and we're pleased that this year's event will be at the recently renovated and beautiful Ocean Golf Course," said Isabelle Renault, president and CEO, St. Johns County Chamber of Commerce. "Called

'The Premier Ponte Vedra Golf Experience,' the Ocean Golf Course was recently enhanced by golf course architect Bobby Weed."

The many enhancements include modern turf grasses on the greens, fairways and tee boxes, design improvements to course playability with the addition of a new hole, expansion of the practice and teaching facilities and upgrades to golf course infrastructure.

The Ocean Course captures the essence of a modern seaside design with expansive fairways, strategically placed bunkers and lagoons with newly designed green complexes.



Photo provided by St. Johns County Chamber of Commerce Ponte Vedra Beach Division/Source: www.pontevedra.com/things-to-do/golf

Patty dives into county finance guide at Chamber luncheon

By Anthony Richards

Since Brandon Patty was elected as St. Johns County Clerk of the Circuit Court and County Comptroller and appointed in Dec. 2019, he has been thinking about how to better inform the public regarding tax dollars.

The result was the creation of the "Tracking Your Tax Dollars," which serves as a guide to St. Johns County's

finances.

Patty expanded on the venture and his goals behind it as the guest speaker at the St. Johns County Chamber of Commerce Ponte Vedra Beach Division luncheon at Ruth's Chris Steak House Feb. 16.

"In many ways our office is the backbone of the county, because we're involved in so many things," Patty said. "The clerk's office works as the checks and balances and ensures that trust of a

community and its government is maintained."

The county finance guide is one of the ways he seeks to preserve that trust and rekindle it for others.

It is the first year such a guide has been created and Patty already has plans to have an annual edition come out each fiscal year.

The guide consists of 18 pages of information designed to break down and sum

up where the taxes that residents pay are going, which is information that does not always come across clearly to the public.

"We tried to make sense of it all," Patty said.

Several forms of economic research are part of the guide, including statistics pertaining to local businesses, the housing market, property taxes and the county's

PATTY continues on **Page 16**

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Workforce discussion at EDC breakfast

A full crowd attended the Chamber's Economic Development Council Quarterly Breakfast on Feb. 25 at the Renaissance in World Golf Village. Scott Maynard, economic development director, St. Johns County Chamber of Commerce, at the podium, facilitated a workforce panel discussion with, from left, Nick Solomon, Florida School for the Deaf and the Blind; Kyle Kramer, EmployU; Doreen Lund, CareerSource Northeast Florida; and Chris Force, First Coast Technical College. The panel focused on expanding the pool of applicants and identifying additional recruiting methods.

Contributed photos



Photos by Anthony Richards

County clerk of circuit court and county comptroller Brandon Patty was the guest speaker at the St. Johns County Chamber of Commerce Ponte Vedra Beach Division luncheon at Ruth's Chris Steak House Feb. 16.

Patty

Continued from 15

budget trends over the past four years.

Patty explained that not only does the information come in handy for residents, but it can also be used as a tool for businesses when trying to promote the area.

"We want it to be a tool that stakeholders in the community can use and it's an avenue to use when you speak with your commissioner," Patty said.

Public safety is the highest expenditure year in and year out by the county government, with roughly \$180 million spent toward the category in 2020.

On the other end of the spectrum, property taxes continue to trend higher each year with roughly \$200 million of revenue brought in during 2020.

According to Patty another role of his office is to make sure that the county's standards are being met and constantly evaluated to match the changing times.

"It's important to stay at the forefront of change, which would also help prevent the risks of fraud," Patty said.

He believes that part of the maintaining of standards should include a greater emphasis on the infrastructure of the county's government buildings, many of



Brandon Patty believes the guide to county finances can be a useful tool for local businesses.

which he considers to be outdated.

According to Patty, the county jail was built in the 1980s; the Sheriff's Office building was built in the 1960s and the supervisor of elections is housed in an old potato chip factory.

He also stated that they are exploring the options of opening more clerk offices throughout the county to keep pace with the county's growth and be more convenient for residents.

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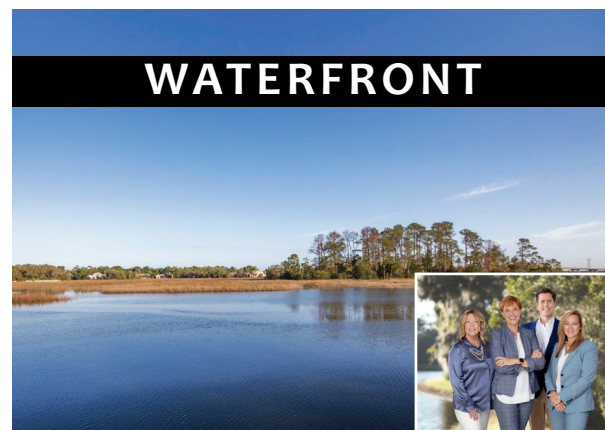
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Board and Brush hosts Chamber before hours

Board and Brush Creative Studio hosted a St. Johns County Chamber of Commerce Ponte Vedra Division before hours event Feb. 9 at its location at 840 A1A N., Suite 150 in Ponte Vedra Beach. The event was an opportunity for Chamber members to network and get acquainted with other local businesses.

Photo courtesy of the St. Johns County Chamber of Commerce Ponte Vedra Division



Halo Spa hosts Chamber After Hours

The site of the Jan. 19 Chamber After Hours was Halo Spa, 320 Town Plaza Ave., Ste. 110 Nocatee. In the first photo, Emily Carpenter, left, and Halo Spa owner Monica Ketterman are seen at the event. In the second photo, Cassandra Cotoia and Conner Battreall smile for the camera.

Photos by Susan Griffin



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Richardson offers Chamber members tips on digital marketing

Molly Richardson, owner and founder of TotallyInfused Digital Marketing, presented digital marketing tips to the St. Johns County Chamber of Commerce at its Chamber at Noon on March 16 at Pusser's Grille in Ponte Vedra Beach. She provided tips on the way to local domination using a roadmap with directions.

Richardson has been crafting websites and marketing campaigns for businesses for more than 10 years. She founded TotallyInfused Digital Marketing primarily as a website development company. After a few years, many of her clients were increasingly asking about getting customers online through other avenues like SEO, digital advertising, email marketing and social media, which led to the expansion of their services.

TotallyInfused now has created a simple three-step framework for local companies to dominate their competition. They have built and managed more than 100 websites and digital marketing campaigns for companies all over the globe.

Recently, Richardson moved the busi-



Contributed photo

Pictured from left are Matt Price, chairman of the board, Ponte Vedra Beach Division, St. Johns County Chamber of Commerce, First Horizon Bank; Molly Richardson, speaker and founder of TotallyInfused Digital Marketing; Aaron Mong and Tierney Anderson, both with Fields Auto Group, sponsor of Chamber at Noon; and Karen Everett, director, Ponte Vedra Beach Division, St. Johns County Chamber of Commerce.

ness back to her hometown, Jacksonville, to be closer to her parents.

Richardson holds a bachelor of science degree in civil engineering and a minor in software engineering. On the weekends, you can find her playing football for the Florida Avengers or spending time outdoors with friends and family.



Photo courtesy of the St. Johns County Chamber of Commerce Ponte Vedra Beach Division
Intelligent Office joined the St. Johns County Chamber of Commerce with a ribbon cutting and after-hours event Feb. 23.

Intelligent Office introduces new Nocatee location with ribbon cutting, after-hours

By Anthony Richards

For seven years, Clyde Yandell has been offering alternative options for companies to meet and perform their day-to-day business needs with his Intelligent Office in Jacksonville, and recently opened a second location in the

Nocatee community of Ponte Vedra. He christened his new location at 90 Fort Wade Road, Suite 100 in Ponte Vedra with a ribbon cutting and after-hours networking event Feb. 23 as the

RIBBON continues on **Page 20**

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Food for the event was provided by Mangroves Catering in Ponte Vedra Beach.



Music was provided as part of the after-hours networking event.



Photos by Susan Griffin
Karina and Randy Coryell at the event.

Ribbon

Continued from 19

St. Johns County Chamber of Commerce Ponte Vedra Beach Division welcomed the business as new members.

“The first thing we did was sign up for the Chamber,” Yandell said. “We have been a part of the Jax Chamber for years, and we know how important of a role being involved plays.”

According to Yandell, while the traditional ribbon cutting would have been great, he wanted to make sure he made

the best first impression he had, and the idea came about to have a joint ribbon cutting and after-hours.

“That was a good way for us to introduce ourselves to the St. Johns County of Commerce,” Yandell said.

Yandell’s other location is in downtown Jacksonville, but he lives near the Nocatee location and just felt that it was the right time to expand.

The COVID-19 pandemic made a lot of people reevaluate how they were doing things in their lives, and businesses owners were no different.

Although his Intelligent Office in

Jacksonville was being used as a tool for businesses, he now believes that the services his outfit offers match up right with the new thoughts being shared in the business world.

These services include offering an array of office space, meeting rooms, a virtual address and phone answering assistance.

“All of these functions were there before but have been enhanced by what all has happened the last couple of years,” Yandell said.

The Ponte Vedra location is roughly 6,000 square feet with 18 offices and two

conference rooms with support staff on duty to assist.

A wide range of businesses have taken advantage of the services his Intelligent Offices provide, from one-person startups to significant companies just looking for a place to house one of their representatives for a period.

According to Yandell, the option is one that can especially help a new business from an economic standpoint during its early stages.

“We’ve been very pleased with the market in Nocatee, and we’re still seeing growth in Jacksonville,” Yandell said.

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ScanManFL cuts ribbon, joins Chamber

By Anthony Richards

Making things more convenient when searching for options to get fingerprinted and notary service was the root behind the decision of Mike and Carla Resetar to open ScanManFL in Ponte Vedra Beach.

The St. Johns County Chamber of Commerce Ponte Vedra Beach Division held a ribbon cutting ceremony Feb. 17 for the new business at its location in the Village Professional Center at 13000 Sawgrass Village Circle, Building 3, Suite 13.

“Mike and I moved here five years ago from New Jersey,” Carla Resetar said. “I was a teacher, and he was in law enforcement, so we both had to get licenses to work down here, and it took a while.”

After that experience they both thought that there had to be a better way to help move along the process, and after retiring Mike created a business plan one day and the couple embarked on their current journey.

“Between the two of us, we have more than 60 years of public service,” Resetar said.

According to Resetar, that experience of service is something they pride themselves in and she believes the best way to reflect that is through their customer service.

“Public service is at the core of our business model and everything that we do,” Resetar said.

Some of the services offered include live scan fingerprinting, having a notary signing agent available, passport photos and providing various other print, fax, email or copy jobs as needed.

The Resetars are not just certified notaries, but also authorized by the Florida Department of Law Enforcement to fingerprint via Live Scan, which is a digital format of capturing fingerprints.

Anyone requesting fingerprinting is required to show two forms of valid identification at the time prior to any fingerprints being taken.

Once fingerprints are taken, they are sent to a specific state or federal agency to be processed.

ScanManFL’s office hours are Monday, Tuesday, Thursday and Friday from 9 a.m. to 5 p.m. and Wednesday from noon to 8 p.m.

Evening and weekend hours can be scheduled by appointment, which includes taking the fingerprinting material mobile and going off site to provide the service for groups of 10 or more of a certain company or organization.



Courtesy of St Johns County Chamber Ponte Vedra Beach Division
The St. Johns County Chamber of Commerce Ponte Vedra Beach Division held a ribbon cutting ceremony for ScanManFL Feb. 17.

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