

Tourist Development Council Board Meeting
Minutes – September 8, 2009
Ocean Center Meeting Room 103ABC

Call to Order:

Chairman Frank Bruno called the meeting to order at 9:05am. Chair Bruno recognized and welcomed Angela Cameron as a newly appointed board member. He also announced and invited everyone to Delta's 30th anniversary celebration at DBIA today at noon.

Board Members Present:

Frank Bruno, Chair
Lori Campbell-Baker
Jim Bazemore
Michael Benedict
Angela Cameron
Sharon Hughes
Cassandra Reynolds
Tom Staed
Paul Treusch

Board Members Absent:

None

Approval of Minutes of June 9, 2009 Meeting:

Motion to approve the minutes was made by Jim Bazemore and seconded by Lori Campbell Baker.

Status Report on Expansion:

George Recktenwald, Interim Ocean Center Director presented this report (refer to Status Report on page 14 of Agenda Packet).

1. Budget:

Ocean Center: County Council has agreed to consider using sales tax to plug hole in declining bed tax revenues. The proposed Ocean Center operating budget includes over \$600K in reduced operating expenditures. The biggest reductions are in personnel with 11 of 37 positions remaining vacant and in marketing with a \$200K reduction to pre-grand opening levels.

Garage: Operating budget expenditures have been reduced by \$494K for FY 09/10. Savings will be realized in unfilled positions, reduced temporary labor and in-house certification of employees to perform equipment maintenance. Even with these reductions, with depreciation added (as required in an enterprise fund) and debt service, the garage is slipping into the red. Is it time to consider looking at long term rental rate in garage?

2. Construction: Final punch list items are being completed this month. The issue of the air conditioning air handlers in the original building needs to be addressed. The county has secured a Dept. of Energy grant and we hope to use the upgrade of the AC as a pilot project under this grant. Once that work is complete, the older meeting rooms and admin. offices need to be updated.
3. Business: Sales are slowly improving. We've added arena events. We are also starting to see more banquet sales and Ovations is stepping up local sales effort.

Status Report on Expansion cont'd:

4. New Director: Introduction of Don Poor, new Ocean Center Director, who started this past Monday, August 31, 2009 and we are very excited to have him on board. Don Poor commented that there are 2 areas we need to focus on and that would be: 1. Book business quickly and 2. Decide what we really want to be? Do we want to stay the way we are or grow? Don commented that he was very excited to be in this market and at the Ocean Center and looking forward to working with the entire community.

Discussion followed regarding raising long term parking rates and security camera installation.

Financial Report:

Jim Maniak, Ocean Center Finance Officer, reviewed the Quarterly Financial Report through June 30, 2009 (refer to pages 16-19 in Agenda Packet), which was distributed to the TDC Board Members. The updated resort tax revenues collected through July is approximately \$500K.

Motion to approve made by Sharon Hughes and seconded by Lori Campbell Baker.

Garage Report:

Jim Maniak then reviewed the Parking Garage Report (refer to page 20 in Agenda Packet) through July 31, 2009. Revenues are down by 1.6% compared to last year. Operating Expenses are down 2.06% compared to July 31, 2009.

Motion to approve made by Paul Treusch and seconded by Cassandra Reynolds.

Marketing and Sales Report:

Dave Byron presented the Marketing and Sales Report. Vickie Pleus handed out collateral which included the calendar of booked events and contracts written through the fiscal year. Dave reported that they had a fine meeting with Harley Davidson and them leaving the Ocean Center had nothing to do with the facility, its rates or services, it was simply them reacting to the state of affairs in the local economy. Dave plans on meeting with Don Poor on marketing and public relations to figure out where we are headed in the future. He will also be reviewing the marketing plan with Don Poor to get his thoughts on what needs to be changed, updated, altered, etc. They will eventually be getting the community stakeholders together to look at how we could better work together.

Event Updates:

- 79 contracts have been written so far this year.
- New business for the facility included:
 - Coastal & Estuarine Research Federation 11/6-10/2011 - 1,500 delegates - 3,300 room nights
 - National Collegiate Step Competition 10/3/09 – 2,000 delegates – 1,000 room nights
 - Joseph Volleyball Academy January 2010, 2011, 2012 – 1,000 delegates – 500 room nights
 - Florida Huddle 2/6-9/2011 (no delegate/room night information given)
 - Sports Turf Management Association 1/16-18/2013 - 2,000 delegates – 4,400 room nights
 - American Public Works Association – 2011 – 1,000 delegates – 2,200 room nights
 - Pop Warner Cheerleading – 10/24/2009 – 10,000 delegates
- Projections will fall short by about one third for this fiscal year. Next year we are doing okay, however there is still a lot of work that needs to be done.

Lori Campbell Baker commented that many of the events that have been booked are a combination of several sales team efforts with the DBACVB and the Ocean Center and they are working so great together and accomplishing so much. Lori also thanked Vickie Pleus for

Marketing and Sales Report cont'd:

helping to get the word out.

Discussion followed regarding how to reach out to the local businesses when events are at the Ocean Center. Don Poor suggested forming a sub-committee to find out who we are trying to notify and what vehicle would best suit the notification of these folks.

Update from Partners:

Hotel/Motel Partners

- Bob Davis spoke about working to bring more youth sporting events to Volusia County.
- Visit Florida's Marketing and Sales Board Meeting will be held at the Shores Resort and Spa, September 23rd-25th.
- Bob reported the United Way has booked the Ocean Center the Saturday during Biketoberfest for an Orlando Magic Exhibition Game Fundraiser.

CVB/Ad Authority

- Lori Campbell Baker reported that the revenues were down by about 10% for July. By comparison Orlando was about 18% down and their convention center is \$18M in the red.
- A Meetings Media Familiarization Tour is being planned for 11/2-5/09. The people being invited to the FAM are writers for trade publications.
- Sally Gardiner reported that the Meetings & Convention Department is busy all year looking for future business.
- Mike Jiloty is working on media plan for the upcoming year.

SE Volusia

- Deborah Boyd said she looked forwarding to meeting with Don Poor.
- Their numbers are up by 2% for July.
- They are working on quite a few new projects.

West Volusia

- Sharon Hughes also welcomed Don Poor. She reported that their ad authority is in the process of reformulating. A short term advertising advisory committee will be meeting tomorrow to try and figure out who West Volusia is and how they are going to brand themselves.
- The entire county has a number of excellent sports facilities. West Volusia is also looking to move in the direction with youth sports.

Old Business:

No old business.

New Business:

No new business.

Public Participation:

Big John asked George Recktenwald if he thought the Ocean Center would need financial help next year since we needed it this year. George responded that the Ocean Center would probably need to use sales tax funds for an additional year. The Ocean Center Sales Team, and now with Don Poor's expertise, will be working really hard to book revenue generating events.

Meeting was adjourned at 10:30a.