

Tourist Development Council Board Meeting
Minutes – September 14, 2010
Ocean Center Meeting Room 103 ABC

Call to Order:

Chair Frank Bruno called the meeting to order at 9:07am.

Board Members Present:

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

Board Members Absent:

Michael Benedict

Approval of Minutes of June 8, 2010 Meeting:

Motion to approve the minutes was made by Tom Staed and seconded by Lori Campbell Baker.

Ocean Center Status Report:

Don Poor, Ocean Center Director presented this report. Don gave a brief overview of what has been accomplished since the last meeting.

- Submitted a new marketing plan for funding consideration by the County Council.
- Recently met with 10-12 real estate developers interested in the area relative to hotels, retail, restaurants and all types of mixed use developments. Chair Bruno attended, as well as the Mayor and a number of other city and county officials. The meeting was very well received by the developers who spent 1 ½ days in Daytona.
- Met with the ISB Coalition and there are a number of positive things working in the community relative to development.
- In 1997 the city passed an ordinance that restricted the use of the facility outside of the Ocean Center (parking lots and surrounding areas). Met with the city to ask them to re-address that ordinance and give us more flexibility in what we do relative to the outside facilities.
- Since the last TDC meeting, the Ocean Center has hosted Brad Paisley, Usher, Jonas Brothers, 9 free concerts on the East Plaza and the Color of Rock Exhibit from the Rock & Roll Hall of Fame in the Echo Gallery. Along with a number of other events, it's been a very busy time at the Ocean Center.
- On the marketing side, several advertising schedules have been reviewed relative to next fiscal year depending on what budget levels will be awarded.
- There have been 3 additional meetings (since we last met) with the Central Florida Sports Commission Task Force in regards to developing a plan of operation and more specific guidelines and inventory of available facilities.
- The final phase of construction has begun and will incorporate renovation of the north and south mezzanine meeting rooms of the existing arena, the Administrative Offices and the replacement of several HVAC units.
- In the parking garage we are doing some structural work making the concrete and metal slabs (where they come together) more stable. It's not a safety problem but a preventative maintenance problem we think needs to be addressed.

Ocean Center Status Report cont'd:

- Votran will be submitting a fiber optic cable contract to the Council on 9/16/10 that will give us the capability of tying the garage electronically & visually through a camera system into the existing system inside the Ocean Center's Security Office. This is an overall plan for Votran to increase security in many of their facilities and they will be scheduling the work. This is a \$335K project that comes under Votran's budget and does not affect the Ocean Center budget at all.
- We are working on a contract, with Volusia County Communications Dept., which will enhance the ability to use cell phones from all providers within all areas. It will also enhance our 800 megahertz service that ties in all of the emergency services.

Chair Bruno, wanted it noted for the record that all members were present except for Michael Benedict who was out of town and has been excused.

Financial Report:

Donna DePeyster, Volusia County Accounting Director, reviewed the Quarterly Financial Report through June 30, 2010 (refer to pages 8-11). Resort Tax Collections are on track with the same time period last year. There was a debt service payment on June 1st. A \$1,279,979 transfer was made to the revenue side from sales tax collections.

Motion to approve the Financial Report was made by Jim Bazemore and seconded by Sharon Hughes.

Garage Report:

Don Poor, Ocean Center Director, reviewed the Parking Garage Report (refer to page 12) from October 1, 2009 through July 31, 2010. Don was giving this report for Jim Maniak who was on vacation. Revenue is up 6.97% from last year, in part because of several increased parking fees that took effect in May as well as increased events we have had over this last year. Overall operating expenses are down 17% from the previous year. Based on August & September business, the garage should show a positive balance at the end of the year.

Motion to approve made by Paul Treusch and seconded by Lori Campbell Baker.

Marketing and Sales Report:

Dave Byron, Volusia County Community Information Director, presented the Marketing and Sales Report.

Ocean Center Marketing Staff (Lori Hunter & Tim Buckley) have been working very hard within the community and other partners to bring new business in. We are down one critical position (event coordinator) in this area that has been authorized to be filled.

Upcoming FAM Tours & Site Visits

- Work has begun on scheduling a FAM trip with 3rd party meeting planners in November. An invitation list of approximately 100 people has been assembled with hopes of getting 25% to participate.
- The Parachuting Industry will be coming back for a second site visit (no date was indicated for site visit). They are looking at the Ocean Center to host their event, February/March 2013. This is a new piece of business that would bring 4,000 room nights to Daytona Beach.
- The Ocean Center, Daytona Beach Area CVB & the Hilton recently participated in a site visit with the Adventist-Layman's Services Industries. This conference would bring in 3,000 attendees and vendors in August 2016. Daytona will be included when they begin their bid process.

Marketing and Sales Report cont'd:

Event Updates

- National Cheerleaders Association - This association has held its competitions with the Ocean Center since 1996 and has recently signed contracts for 2012 and 2013. NCA utilizes the Arena and Ballroom with an approximate attendance of 5,000 people.
- Star's Edge International - This group was with us in 2006 & 2008 bringing approximately 2,000 attendees to the area for a two week period. After working diligently with the Hilton, we were able to move existing business to accommodate this group again. Contracts have been executed for January 2012.
- Student Life just signed a lease for July 2012; they have been here since 2005 and annually have brought in over 7,500 students to Daytona Beach.
- Florida Amateur Wrestling Association's Cadet National Dual Meet Championships will be held in June 2011 with 1,500 participants. This is one of the Ocean Center's target markets.
- R.V. Direct Group, Inc. – A new client for the Ocean Center, RV Direct operates established dealerships throughout the United States and specializes in new recreational vehicle sales. This show will be held in the Convention Center on September 25th and 26th.
- Coming up in November we have a Division I Women's Basketball Tournament and that's with Sport Tours International.
- The Ultimate Baby Shower & Toddler Expo is a new public event taking place on September 19.

The sales team's continual work to build relationships with show promoters is beginning to pay off with the addition of the following public events to our schedule.

- TNA Wrestling – “Bound for Glory” pay per view event - October 10
- VEE Corporation - 1-2-3 Imagine with Elmo & Friends – October 12 & 13

Potential Business

- Florida Music Educators – January 2014 with 8,000 attendees
- National Association of County Engineers – Spring of 2014 with 350 members
- I-Comercio – March 2011 with 1,900 attendees

Upcoming Travel

- TEAMS – October 18-22 – Charlotte, NC
- Rejuvenate Marketplace – October 18-21 – Louisville, KY

Chair Bruno inquired about us working with the state to get the Governor's Hurricane Conference. Dave reported that we were unsuccessful in getting that conference.

Update from Partners:

Hotel & Lodging Association – Bob Davis reported:

- May, June & July the occupancy numbers have picked up.
- Things are looking good and hopefully August will continue to bring higher occupancy numbers as well.
- Bob recommended he would like when Dave Byron gives the sales report to acknowledge which sales group (i.e., Ocean Center, Hilton, DBACVB) brought in the business.

CVB – Lori Campbell Baker reported:

- Janet Kersey sent her apologies for not attending TDC Meeting, she had another meeting conflict.
- Bed taxes are up for the last 3 months. The Daytona Summer Sales Campaign is what's running in the Halifax area to promote the entire area.
- Working on new sports initiatives (i.e., Beach Palooza in November).
- Josh Wagner, made a suggestion at the last council meeting about booking reports. The CVB does a booking report that includes what they are going after, whether they got the business and if not, why they didn't. The Ocean Center is doing one as well.

Update from Partners cont'd:

CVB – Lori Campbell Baker reported cont'd:

- Lori is working with a number of community media partners on “Thanks to You Volusia”. This year’s promotion will be countywide again and run from November 1st – January 31st. A great new element has been added to showcase the Ocean Center to the local residents. On November 3rd from 1p-7p a tourism tradeshow will take place at the Ocean Center that should represent the entire county. The most important aspect will be the launch of our new countywide “Bring Your Meetings Home” promotion.

WVAA – Sharon Hughes & Renee Tallevast reported:

- Partnered with Main Street DeLand on a FAM with 9 activity directors of major retirement communities throughout Florida. The Stetson Mansion was the location of the final dinner. They definitely agree that FAMS are one of the key elements to showcase our area. Another FAM for additional activity directors is being planned for winter/early spring and they are also working on FAMS, in this fiscal year, for travel writers and bloggers in the golfing industry, as well as fishing.
- Recently got a QR Code Logo and Renee was interviewed on television when it first came out. The interview was about a new high data matrix that is really starting to rush into this nation and has been very popular in Japan and Europe for many years. Residents and people that are visiting in the area have access to their website through the QR Code.
- Working on marketing and trying to do more FAMS and get the word out about West Volusia. Trying to promote all of their natural resources, as well as the hotels with the corporate side.
- Participated with the Daytona Beach Area CVB to promote Biketoberfest.
- Promoting golf packages on their website, as well as in classified ads in some of the major golf magazines.
- They really push social media (i.e., Facebook, Twitter) and have close to 6,000 followers and fans.
- They are working with Wayne Hartley, the manatee expert, who retired from Blue Springs and now works with Save the Manatees. Wayne actually names the manatees and this fall the first baby manatee that comes into Blue Springs will officially be named Volusia and will receive a certificate that they will present to County Council.

SE Volusia – Deborah Boyd reported:

- Their occupancy was up by 23.7% in July.
- The countywide video is finished and it’s posted on youtube.com right now in 6 different segments representing 51 locations.
- The companion piece promised with the video (a tri-fold brochure) will be in at the end of this week.
- Working on a new Visitor’s Guide.

Daytona Beach International Airport – Steve Cooke reported:

- August numbers are up by 18.3%.
- Out of the last 10 months, 9 of them have been up by 13-13 ½% each month.
- Rick Karl and Steve will be flying to Dallas in early October to meet with American Airlines as a follow-up to the meeting they had in June.
- Carriers are doing great! U.S. Air reported from last summer to this summer they have doubled their capacity in Daytona.
- Received funding for the runway grant. They are rehabilitating the main runway, 2,500 feet, and have received the 1st phase of that funding, which was \$9.3M.
- Allegiant Air is not a dead issue. DBIA’s pitch is based on the potential they may move out of the Sanford Airport back into Orlando. They moved 1/3 of their flights in February. They told Steve (about a week ago) they were planning to keep their winter schedule the same, based on the economic downturn, but they have not made a decision yet.

Old Business:

No old business.

New Business:

Chair Bruno asked Don Poor if we were working with the DBACVB on the possible housing of the CVB in the Ocean Center. Don Poor informed the members that the County Council had some interest in pursuing that but we have not been given any direction to do so. There are a couple of different ways we could approach that and would be happy to do so if given the go ahead. Chair Bruno commented that it would be a good idea to have the CVB housed at the Ocean Center. It would generate more public moving through the facility with the art gallery benefitting as well and should be investigated. Tom Staed thought it was a super idea. Cassandra Reynolds thought it was worth looking into but thought the CVB should explore other venues as well. Angela Cameron commented that from an economic standpoint it makes sense because the lease the CVB pays to the Chamber would go right back into the County's budget. Also, having both the Ocean Center and CVB Staffs working together makes total sense.

Angela asked when the Ocean Center's marketing plan was going to Council. Don responded that the marketing plan had been submitted to Council and the amount requested was \$888K in addition to the existing marketing budget. We have not heard anything back and there is no suspense date other than when Council approves the entire budget. The Ocean Center currently has a \$200K budget for advertising. Chair Bruno responded (to Angela) that no additional funds are in the current budget and it's going to be adopted at the first reading on September 16th, with the final reading on September 30th.

Bob Davis commented (regarding the CVB moving to the Ocean Center) that Mr. Dinneen stated any rental fees incurred by the CVB would be thrown back into a marketing and sales plan.

Tom Staed made a motion, on behalf of the TDC, to investigate moving the CVB to the Ocean Center. Sharon Hughes seconded the motion.

Cassandra Reynolds had concerns that the CVB would be located on the farthest east side of the county for visitors to Volusia County. She suggested the airport should be looked at as a mid-point where large amounts of people could be greeted. Chair Bruno thanked Cassandra for her comments and informed her that the big problem at the airport was there was not enough space for offices for them where as we do have space already built in the Ocean Center.

Bob Davis commented that we need to start hanging welcome banners at the airport and theme the airport towards what is going on in the county.

Cassandra Reynolds will be submitting an update on the E-Zone at the next board meeting.

Public Participation:

Thom Giordano introduced himself as Marketing Director of the Volusia County Fair & Youth Show and shared that he had recently been appointed to be on the West Volusia Tourism Board. He had several suggestions:

- Put a microphone in the audience for the public when they speak
- The walkover would be a great place for advertising
- Asked Lori Campbell Baker to look at having the tourism tradeshow on a Saturday with extended hours until 8p.

Discussion followed regarding the possibility of changing the tourism tradeshow to Saturday and the advertising on the walkover.

Steve Cooke (DBIA) reminded the group that the Wings & Waves Air Show would be held 10/9 & 10 and they were expecting 50,000 for the event.

Public Participation cont'd:

Lori Campbell Baker informed the group that there were so many fall festival and events that Janet Kersey came up with Festival Season 2.0 Campaign to promote the fall season.

Big John received confirmation from Chair Bruno that the \$888K requested for Ocean Center marketing was not in the budget. John commented that he agreed the CVB should be moved to the Ocean Center. John wanted to know what the renovations in the parking garage were going to cost. Don replied that it cost \$25K (this year's budget) with another \$60K set aside in the upcoming budget for additional work. John also suggested that the Sports Network event be open to the public.

Meeting was adjourned at 10:11am.