

Tourist Development Council Board Meeting
Minutes – February 9, 2010
Ocean Center Meeting Room 103

Call to Order:

Chair Frank Bruno called the meeting to order at 9:08am. All TDC Board Members were present except for Cassandra Reynolds who was excused.

Board Members Present:

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

Board Members Absent:

Cassandra Reynolds

Approval of Minutes of September 8, 2009 Meeting:

Motion to approve the minutes was made by Jim Bazemore and seconded by Sharon T. Hughes.

Ocean Center Status Report:

Don Poor, Ocean Center Director presented this report. Don gave a brief overview of what he's accomplished in the past 4 months.

- Met with many of the community leaders, talked to a number of groups and has spoken one-on-one with individuals to try and survey where we are in the Daytona/Volusia area relative to tourism.
- At the joint Daytona Beach City Commission/Volusia County Council E-Zone Meeting (January 13, 2010), two important forces were discussed. 1). Impact of where the community is headed and 2). How public entities are being built. The old concept was build it and they will come and the new concept is one stop shop (i.e., you can't just build a convention center and hope to fill it, there has to be hotels, restaurants, retail and entertainment included).
- From a budgeting standpoint, this has been a year where a portion of the facility was open and a portion of it was not fully open. For the first three months of the budget year, revenues are fairly close to what has been anticipated and expenses are fortunately down. There is a constant focus on the budget.
- The marketing plan is a work in progress.
- Familiarization Tours are working very well. Ocean Center has hosted three separate FAMS for various meeting planners, a media tour and finally the National Coalition of Black Meeting Planners. A Prevue Magazine writer attended the Media Tour and wrote a good article for us. She is a member of the Green Industry Council and they were having a meeting at the Shores Resort & Spa a couple of weeks after that FAM. She was so impressed with the building that she brought the founding members of the board here for a tour of the facility and shortly after that called Lori Hunter and asked her to represent the Ocean Center at their annual meeting in Denver.

Ocean Center Status Report cont'd:

- Working on branding the facility.
- Genuine interest, not in just making this building successful, but making the community as stakeholders successful and welcome input in this area.

Chair Bruno commented that there was a nice article written on Daytona Beach and Volusia County in Florida Trend. There was also a positive article written in the News Journal about airport traffic being up 23% from last year. We are headed in the right direction.

Financial Report:

Donna DePeyster, Volusia County Accounting Director, reviewed the Quarterly Financial Report through December 31, 2009 (refer to pages 5-12). As of this date, this report is unaudited. Something new that was done in 2009 is that \$1.1M in sales tax was transferred into the Ocean Center account. Resort tax collections are in the ballpark of where we were last year.

Motion to approve made by Jim Bazemore and seconded by Tom Staed.

Garage Report:

Jim Maniak, Ocean Center Finance Officer, reviewed the Parking Garage Report (refer to page 13 in Agenda Packet) for the first quarter from October 1 through December 31, 2009. Revenues are running very close to last year. Operating expenses are \$65K less than the same time last year for a 24% savings. There is a new item for \$55K, it's an administrative service charge required by us to put in the budget to pay for administrative services such as payroll, management services, attorney's fees, etc. Principal and interest payments are due April 1st and October 1st.

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. A packet of information was distributed that included an Ocean Center Public Relations/Marketing Report, a list of bookings from October through the end of the year and a list of booked events for 2010 (refer to report for specific details).

Update from Partners:**Hotel/Motel Partners**

- Bob Davis reported that he forwards all of the press releases and any other information he receives from Volusia County to his 250 members.
- He suggested maybe a form could be placed on the front desk of hotels/motels that would remind folks of what a great meeting destination Volusia County is and bring their groups here.

CVB/Ad Authority

- Sally Gardiner introduced two of her sales managers, Linda McMahon & Tara Hamburger, to the group and thanked them for doing a great job.
- Sharon Mock reported that beginning in September occupancy was slightly up and that was not seen anywhere else in the state.
- Sharon agreed with Don Poor's point about a one stop shop and thinks that's being achieved in our destination.

SE Volusia

- No report

West Volusia

- Renee Tallavest reported that the Scenic Rides Brochure (printed in October, 2009) has become very popular and they are getting ready to go to print again. The brochure promotes scenic rides throughout Volusia County.
- They are redesigning their website.
- Redesigned their Visitor's Guide.
- New Bike Week promotion on website.
- New billboard on I-4.
- Developed new fishing and golf packages.
- Developed a guest questionnaire.
- Working with sports coordinators to bring sporting events to West Volusia.

DBACVB

- Lori Campbell Baker reported that the countywide Thanks to You Volusia Program wrapped up in January.
- National Tourism Week is in May.

Old Business:

No old business.

New Business:

Don Poor requested consideration from the TDC Board Members for parking rate increases in 3 of the 9 categories in the Ocean Center Parking Garage: 1. Monthly Parking \$30.00, 2. Employee Validation \$2 per 12 hour period & 3. Hourly rate based on duration \$1 first hour and \$1 each additional half hour. This is being presented to the TDC Board members for consideration and then it will be taken before the County Council. The last rate increase was in February 2007 and only affected individual parking rates. Jim Maniak gave a power point presentation on the proposed rate increase. A lengthy discussion followed and a motion was made that the Board agreed to all of the recommendations except for the monthly employee increase and that we would look at \$5 and \$10 increments for consideration to go the County Council.

Motion to approve made by Lori Campbell Baker and seconded by Angela Cameron.

After the motion was made, further discussion ensued to explore other avenues for generating revenue (i.e., advertising possibilities and raising business validations). The only item Chair Bruno would like to see added to the motion, is that we look at still going from the \$1 to the \$2 for movie patrons.

Motion was made, after the addition, to approve by Lori Campbell Baker and seconded by Angela Cameron.

Public Participation:

Tim Stockman spoke about the proposed Amtrak project igniting the FEC Corridor from Jacksonville to Miami. Tim represents the Daytona Beach Amtrak FEC Coalition and they are pushing to make sure they receive stimulus funds for the project. The local effort is making a

Public Participation cont'd:

plea to all of the federal, state and local elected officials to basically make some noise to make sure Daytona Beach is not left out of this project. They have been approaching organizations and are looking for letters of support. Tim thanked both the county and the city for their support of the project.

Chair Bruno commented that the county and the city did resolutions and all the congressional folks have received those as well as the state legislative folks. Both lobbyists from the city and the county at both the federal and state level have received them as well.

Motion for the TDC Board Members to support the Amtrak project was made by Tom Staed and seconded by Sharon Hughes. This project is unanimously supported by all members.

Big John inquired about the installation of the cameras in the parking garage. Don Poor reported that the cameras have been installed and that a bid proposal will go to council very shortly. It ties the entire garage and all the buildings on that side of the street with fiber optic cable and will be monitored through the Ocean Center security office.

Tom Delaney with Elite Hospitality Hotels in Ormond Beach made several suggestions:

- He would like to see attendance and projected revenue added to the marketing report
- Track new events vs. repeat events
- Figure out what the top three competitors of the Ocean Center are and what they can do to assist the marketing team to go after that business.

Meeting was adjourned at 10:53am.