

**Tourist Development Council Board Meeting
Minutes – March 11, 2014
Ocean Center Meeting Room 103ABC**

Call to Order:

Chair Pat Northey called the meeting to order at 10:03am and introductions were made.

Board Members Present:

Pat Northey, Chair
Lori Campbell-Baker
Sharon T. Hughes
John Masiarczyk
Jason Reader
David Rijos
Libby Gallant

Board Members Absent:

Kelly White
One Vacancy

Approval of Minutes of January 7, 2014:

Motion to accept the Minutes was made by David Rijos and seconded by John Masiarczyk.

Financial Report:

Donna DePeyster, Volusia County Accounting Director, reviewed the Quarterly Financial Report through December 31, 2013 (refer to Agenda Packet). The fiscal year ended with a fund balance of \$4.2M, revenues so far to date are \$1.9M, Resort Tax Revenue is up \$250K from last year, total expenses are \$733K and there was a debt service payment due on December 1st, which leaves an ending fund balance of \$1.7M and \$1.3M for Ocean Center operating expenses. Clarification was made regarding what constituted temporary personnel (i.e., ticket takers, ushers, maintenance personnel, etc.) and what the admin service charge is – it's charged for administrative services the County provides (legal, accounting, IT, etc.) to the Ocean Center.

Chair Northey instituted a new process where after reports a motion will be made to accept the reports so that it's formally identified as accepting the report. Motion to accept the report was made by John Masiarczyk, no second was received due to interruption of acceptance.

Garage Report:

Tom Lindzon, Acting Ocean Center Finance Officer, reviewed the Parking Garage Report (refer to Agenda Packet) through December 31st. Tom is working with the Ocean Center temporarily due to Jim Maniak's retirement last month. The Parking Garage is doing well compared to last year. The first quarter revenues are up by \$23K. The biggest increase was in parking validations, with the second increase being in daily parking revenues. The expenses are down by \$4K from last year, however there is a \$39K amortization of bond issue costs, and if you take that out of the normal operating expenses, the expenses are actually down by about \$43K. The debt service was renegotiated and will result in a one year savings of \$456K. Also note, on April 1st the first payment is due of \$428K. Don Poor added, with the initial year of \$456K savings on the debt service, each subsequent year will be another \$138K. Motion to accept the report was made by Sharon Hughes and seconded by Lori Campbell Baker.

Marketing and Sales Report:

Angela Cameron-Daniels, Ocean Center Marketing Director presented the Marketing and Sales Report. Members received a packet of information that includes a power point presentation, media clippings and advertising editorial content and a marketing budget for 2013-2014. Angela then proceeded to discuss the following:

- Five months into the year and Ocean Center rental revenue is at \$846K compared to \$880K for all of last year. So far we are having a great 2014.
- Ended 2013 with 96 contracted events; we are at 81 events for this year.
- January/February 2014 events have increased both in attendance and events compared to 2013.
- Sporting events seem to be increasing in their attendance.
- Avatar (Wizard Course) was booking their event every other year and now will be coming yearly (13 day event w/3,000+ attendees).
- Discussed travel schedule. The structure w/the DBACVB is working to everyone's benefit.
- Some of the new events for this year include the two Central Florida Sports Commission events, Boys & Girls Clubs of America, Humane Society of United States, Junior Roller Derby, etc.

Marketing and Sales Report cont'd:

- Planner event scheduled in Washington DC with approximately 20 meeting planners at an Art Studio – each planner will get a blank canvas and they are being asked to paint a Daytona “beach scene”.
- Familiarization Tour scheduled for April 3-6 with 8 planners confirmed – hoping for 15.
- The Ocean Center’s new trade show booth was set up for attendees to see.
- Have offers out for our new Sales Manager and Marketing Specialist and they have accepted and should be on staff soon.
- Additional Ungerboeck training is scheduled for April 22-24. A sample PACE Report has been forwarded to Ungerboeck and they are working on adding those elements to our software so we can actually run those reports.
- Pat Long, OC Event Services Manager, developed an Event Planning Guide which has been added to our website. Pat will be leaving for Dover International Speedway and we wish him well in his endeavors.
- Sales training will be held June 17-19.
- Working on increasing Ocean Center’s exposure in social media.
- We received two awards from Convention South Magazine and Facility & Destination Magazine and we received an ADDY Award for our video and print creative.

Rijos: Do you have an ending forecast number for 2014? Daniels: No forecast, however we have some really good contracts out for the remaining fiscal year and the short term business is also still there. For the next meeting, I could include the tentative numbers out of Ungerboeck. Poor: Aren’t we prepared to initiate the website for checking the avails at the Ocean Center. Daniels: Steve Alverson has the link and will e-mail it to you. Poor: It will show you the confirmed, tentative, open dates, however will not show you who is holding the space. At one of the previous meetings, there was a request to share a list of the 2014 events at the Ocean Center; on our website every event that is contracted is listed on the Ocean Center website.

Motion to accept the report was made by John Masiarczyk and seconded by Sharon Hughes.

Ungerboeck Software Update

Steve Alverson, Ocean Center Information Services Analyst, presented the Ungerboeck Software Update. There is not much to report on the Ungerboeck front that hasn’t already been said. Council had approved additional funding for our Ungerboeck projects. Hopefully, they have started the data conversion of putting all the past and future financials into the system so that we can create that PACE Report. We’ve also funded some additional training that will happen at the end of April. We’re using the software and using it quite well.

Rijos: When do you see us being fully engaged in using the equipment up to its full capacity? Alverson: The training will be ongoing throughout the life of the product, it’s very complicated and they are constantly rolling out changes and updates to the program. Northey: Would it be helpful if members wanted to come by and see the system? Poor: Absolutely. That software will be an ongoing program and we really need to budget an individual person to monitor that because it is very labor intensive. Don introduced Brandy Alter, Event Coordinator, who gave a quick overview of Ungerboeck. Members are welcome to come by and see how the program works.

Ocean Center Status Report:

Don Poor, Ocean Center Director presented the Ocean Center Status Report.

- Discussed the \$400K Marketing Support Fund which was funded by HAAA (refer to Agenda Packet).
- 80% Promotional \$195K first time businesses / 20% Promotional \$49K for current clients; Salaries \$122K & Travel \$35K.
- The \$400K funding has to be approved on a year to year basis.

Motion to accept the report was made by Lori Campbell Baker and seconded by Libby Gallant.

Tourism Update:

Evelyn Fine, Mid Florida Marketing & Research, Inc. presented an overall review of what’s happening with tourism in Volusia County (refer to report in Agenda Packet).

- Discussed the recent study released on economic impact of special events. They spoke to 400ppl (each event) last year who were here for Speed Weeks, Bike Week and Biketoberfest and tried to find out who they were, why they came, what they did while they were here and essentially how they spend their money.
- The speed week event period begins with the Rolex and ends w/the Daytona 500; it’s essentially a 4 week period during which a lot of things are going on in the area. The direct dollar that’s spent in Volusia County is \$90M+. The multiplier for Volusia County is 2.8, which means that money changes hands after it’s spent 2.8 times. The grand total for Speed Weeks is \$254M. Bike Week is a 10 day event – the direct

Tourism Update cont'd:

dollar impact is \$75M – total economic impact is \$210M. Biketoberfest’s direct dollar impact is \$15M – with the multiplier \$43M.

Northey: Where does the 2.8 multiplier come from? Fine: That comes from the Feds, every 10 years or so they take a look at the way purchasing is done. Byron: Did you look at the Thanksgiving car show as part of the special events? Fine: No but we know that event makes a big difference; we are the only destination in the world that fills up over Thanksgiving.

- Thanked the County Staff for providing her with a lot of information that they had not been getting in the past. Now getting information that tells us what exactly is happening with the collections.
- Would like to see the low average daily rates go away.
- The collections were up in January (due to Rolex) and we discovered the categories that had single family homes and condo rentals; that category grew in collections by 22%. Seeing a trend towards increased use of single family homes and condos.
- Currently working on looking at return on investments for various different kinds of groups (for the advertising authority and bureau).

Motion to accept the report was made by Libby Gallant and seconded by Jason Reader.

Update from Partners:

Hotel & Lodging Association – Bob Davis Reported:

- Thanked Pat Northey and County Staff for tax collection report.
- Commended HAAA Board for hiring Sharon Mock.
- Thanked Pat Northey for bringing the TDC & Ad Authorities together on the same page.
- Business is increasing!
- Three new restaurants built on the ISB corridor. Motel rates are low because they are giving workers on ISC project lower room rates

Destination Marketing Organization (DBACVB) – Sharon Mock & Shawn Abbatessa reported:

- Sharon Mock introduced herself as the Interim Executive Director of HAAA. Started on February 10th and her job is basically administrative trying to pull everything together for the organization so that when we get the permanent director everything is in place for that person. Working on the current marketing plan – received a draft in December and that should be completed very soon.
- Refer to the HAAA Update in TDC Agenda Packet given by Shawn Abbatessa.

Northey: Requested Sharon Mock take back to her board that there is some interest in following up on the economic impact for the Thanksgiving weekend? Rijos: Wanted to recognize Jennifer Kies for providing current and updated information to everyone.

Southeast Volusia Advertising Authority – Elizabeth Gifford reported:

- Refer to SVAA Report in TDC Agenda Packet.

West Volusia Tourism Advertising Authority – Renee Tallevast reported:

- Refer to WVTAA Report in TDC Agenda Packet.

Old Business:

No old business.

New Business:

Mayor Masiarczyk wanted to make the TDC Board Members aware of a letter from Dan Eckert, Volusia County Attorney to the Council Members regarding clarification of the application of the convention development tax – Volusia County against the City of Deltona mistakenly described in a letter by Mr. Tavernier in Deltona. Mr. Tavernier believes that there is money owed to Deltona from the convention development tax as the result of being the largest city. It’s not the City of Deltona asking for it – it came out in a letter published online by Mr. Tavernier. Mr. Eckert answered him with a very legal answer which was hard for many to interpret. I would like to get a more in depth explanation to it as I believe it affects the TDC enormously. Northey: Will ask the County Attorney to share the e-mail and give the TDC Board a detailed response.

Public Participation:

Big John comments:

- Thanked News Journal for advertising TDC Meeting.
- Invited Bob Davis to poll hotels/motels to find out what their workers are making (due to a Holly Hill

Public Participation cont'd:

Commissioner's comments regarding people falling victim to the hospitality trade). Per Bob Davis remarks he wrote to the City Commissioner on 1/27 and she did not answer.

- Is the Ocean Center still working on cell phone reception in the building? Poor: We are working out the engineering of that particular system.
- We should look at cleaning up the neighborhood around the Ocean Center and businesses in this area.

Northey: We could invite someone from the City of Daytona Beach (for a future meeting) to talk to the board members about redevelopment? For the next meeting, Don Poor suggested that we invite Jerry Brinton to give us a presentation on the new bridge named after Tom Staed (Orange Ave.) because that's going to make an impact on everyone.

Byron: Remind everyone that Sun Rail starts on May 1st in DeBary. The train will be in DeBary for a public tour on Saturday, 3/29 from 9a-11a. There are also free rides in April.

Meeting was adjourned at 11:51am.