

**Tourist Development Council Board Meeting
Minutes – October 29, 2013
Ocean Center Meeting Room MO1-AB**

Call to Order:

Chair Pat Northey called the meeting to order at 10:01am and introductions were made.

Board Members Present:

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

Board Members Absent:

Terry Roberts
Kelly White

Approval of Minutes of July 17, 2013:

Motion to approve the Minutes was made by John Masiarczyk and seconded by Sharon Hughes. Chair Northey acknowledged Sharon Mock, retired Daytona Beach Area CVB President/CEO and now serving on the HAAA Board.

Financial Report:

Jim Maniak, Ocean Center Finance Officer, reviewed the Quarterly Financial Report (for Donna DePeyster) through June 30, 2013 (refer to pages 14-17). \$1.4M is in the bond sinking fund, Ocean Center operations availability is \$2.4M for a total ending fund balance of \$3.8M. Under expenses, an item that was brought up at the last meeting had to do with monies coming from the 2% revenue collection charge and is now listed as Admin service – 2% revenue collection charge – that is the administrative service charge being charged by the Volusia County Dept. of Revenue for the collection service of the resort tax.

Garage Report:

Jim Maniak, Ocean Center Finance Officer, reviewed the Parking Garage Report (refer to page 18) through June 30th. Total revenue for this year is \$1.6M compared to last year at this time was \$1.7M. Because of aggressive competition for both Biketoberfest and Bike Week overall revenues are down about 3 ½%. It was brought up at the last meeting about the \$107K administrative charge and you will see that listed under Line Item #3703. That's where it is listed as an expense to the Parking Garage and then goes over to the Ocean Center as revenue. There was discussion regarding the construction of the elevators (\$221K). All four elevators were totally redone and modernized and they changed the protection around all of the chambers going down 60' in the ground and modernized all of the electrical connections and the finishes. \$400K was the total cost on the elevators.

Marketing and Sales Report:

Angela Cameron-Daniels, Ocean Center Marketing Director presented the Marketing and Sales Report (refer to pages 19-53).

- Ocean Center is hosting Rejuvenate Marketplace, October 27-30.
- We've had several meetings (Angela Daniels, Jeff Hentz, Don Poor, Dave Byron & Charlene Weaver) and the way the structure is going to flow is that the Ocean Center Sales Team will sell all segments that book business for the Ocean Center and the CVB staff would focus on the group business that would be actually booked for the hotels and they will focus on corporate, third party, SMERF and state associations.
- Review of the Ocean Center 2013-14 Tradeshow/Event Schedule. Ocean Center focusing on the major markets in Chicago and Washington, DC on the national associations and the CVB will focus on state associations maximizing our business in Tallahassee. The only duplication on travel was RCMA and we have decided to go to this show as a destination.
- We will be meeting regularly to go through leads and identify those that would be appropriate for the hotels and identify those that would be appropriate for the Ocean Center. We will also be hosting FAMS together.
- Reviewed Media Schedule which includes print, online, e-blasts, webinars and e-newsletters.
- Some of the new events booked this year include: Promise Keepers, Rejuvenate Marketplace, Living Proof w/Beth Moore, Fusion Conference and the SE Spanish District. We have several sporting events Florida Volleyball Festival and Team Florida. In a collaborative effort with the CVB, we have booked the Humane Society of the United States for 2014 & 2016. Faith based and sporting events are definitely strong sellers for us. Introduction of John Bisignano who discussed the USA Gymnastics Trampoline Tumbling World Championships, November 2-18, 2014 and the second event through USA Gymnastics which is part of a six event package for the region is a new recurring event, a true Pan American Championship.

Marketing and Sales Report cont'd:

- There was discussion regarding the additional funding the Ocean Center recently received from the HAAA Board. Funding will be used to create a promotional incentive fund and the hiring of an additional sales manager and a research development manager.
- Ungerboeck Software update was discussed.
- Issuing an RFP for a study that measures the economic impact of the convention center.

Ocean Center Status Report:

Construction Reports:

- Parking Garage Elevators – all four cars were completely replaced with all new equipment. The only thing that was reused was the actual hydraulic pump itself which was tested and refurbished and considered to be in excellent condition. Everything else that was involved in the elevators was replaced as well as new control panels with all the appropriate ADA compliance.
- We installed a sidewalk on Earl Street up the western edge of our loading dock area and then we turned it to the south to connect it to our west parking lot and installed black aluminum fencing around the loading dock to secure the area with some very large Tennessee style gates so that we still have free flow for tractor trailers as they come and go.
- We just finished refurbishing the arena loading dock. In addition, the loading dock levelers were all replaced.
- The garage expansion joint project is underway. We've met with the contractors and the design team that designed the new joint and everybody is on the same page and we have a plan to allow the garage to be fully functional while we replace this joint.

Don Poor, Ocean Center Director presented the remaining items under Ocean Center Status Report. On the item just before my status report there was a report we were going to give you relative to the bed tax being audited and Bernadette Britz Parker was unable to be at this meeting so it will be put on the Agenda for the next meeting.

Updates from Last Meeting:

John Nicholson made several comments at the last meeting that I wanted to respond to with additional information:

- Beach Patrol used to patrol on a regular basis I've not seen them in several years - We've always used the Beach Patrol and the DBPD on alternating evenings to patrol the garage. We did make a change back on March 1st to use the DBPD for total security seven days a week because they would always have backup on staff.
- We've had a problem with skateboarders breaking into cars – We have obtained all of the police reports from last year regarding break-ins.
- Complained about the drainage ditch in the front of the building – consider putting a plaza out in the front - The St. John's Water Authority requires that we retain all storm water on our own property and that was the design that accomplished this for the Ocean Center.
- Non-functioning elevator at the parking garage overpass – would like to see it fixed or removed – That is not a passenger elevator, it was designed as a freight elevator. It was closed approximately three years ago because of high end maintenance as well as a tremendous amount of vandalism. It was suggested that signage may be needed.
- We don't monitor our cameras 24/7 at the Ocean Center or the Parking Garage – John said that over at the beach precinct for the DBPD that volunteers under Frank Heckman monitor those cameras all of the time and asked if we could transfer over to them. I contacted Frank Heckman and he said that their volunteers work at a desk that is in front of the camera panels behind them and at no time do they monitor them and even when there is an incident they don't look at them, the police department comes in and monitors what happens. Essentially they are doing the same thing we are doing here.

There was discussion regarding looking at additional family entertainment on the beach for times when we might have high tide, rough surf or jellyfish, etc. (refer to pictures Don distributed from Tradewinds Resort in St. Petersburg). Northey: We'll refer that over to Beach Services for review (Joe Nolin).

Update on the sale of advertising in the garage - we did not pursue that project because we had a non taxable issue of bonds that prevented us from doing that. Recently, the County Council voted to refinance those bonds on a non taxable issue as well and that will save us about \$111K per year. One of the other alternatives we discussed was having a third party like Clear Channel, similar to an arrangement that the Airport has but because this is a non taxable issue this would prevent us from doing that as well because it would qualify as a deduction so we will not be able to pursue this as a result of the positive savings that we will be getting over the next 8-10 years (savings of \$1.1M will be saved on that bond issue).

Ocean Center Status Report cont'd:

The last thing in my report is David Rijos request for an organizational chart, mission statement and a marketing plan for 2013-14 and that has been included in your TDC Agenda Packet.

Update from Partners:

Hotel & Lodging Association – No Report – Bob Davis absent

West Volusia Tourism Advertising Authority – Renee Tallevast reported:

- Refer to WVTAA Report on page 58 in TDC Agenda Packet.

David Rijos commented about what a great program the Beach Weeks Program was and he would like to see that incubate to the Daytona side!

Southeast Volusia Advertising Authority – Karl Watson reported:

- Refer to SEVAA Report on page 57 in TDC Agenda Packet.

Karl Watson has been at SEVAA since August 4th.

Destination Marketing Organization (DBACVB) – Jeff Hentz reported:

- Refer to DMO Report on page 55-56 in TDC Agenda Packet.
- The booking engine is our priority and we would like to have that in place by January.
- We are close to 10% in tax collections so things are going in the right direction.
- The DBACVB made the final transition from a CVB into a pure Destination Marketing Organization (DMO). Name choices have been narrowed to three: 1). Discover Daytona Beach; 2). Visit Daytona Beach & 3). Experience Daytona Beach.

Old Business:

Discussions took place regarding the parking garage advertising that was previously brought up under Ocean Center Status Report and additional Ocean Center staff positions.

New Business:

Northey: A calendar of upcoming meetings for 2014 was given to all of the board members. Big John requested a copy be e-mailed to him.

The new Ocean Center video was then shown.

Public Participation:**Big John comments:**

- Happy to see Sharon Mock being repurposed.
- Really need to do something about the neighborhood.
- Received a DBPD report from the City of Daytona Beach on the garage that was remarkably different than the one Don Poor presented.
- LCB was absolutely correct – Don Poor faces huge competitive disadvantages which his administration doesn't seem to know about.
- At the last meeting I asked Donna DePeyster how much the general fund contribution to the Ocean Center was and she didn't have an answer? Northey: It was in the budget.
- Were you ever going to look at the parking fees (i.e., movie theater gets the deal and nobody else does)? Poor: That's really up to the County Council as to what they want to do with that. It was the Council's decision several years ago to do that when the theaters came into being and it was done from the standpoint of realizing that theaters operated such a small margin and they were a destination for that mall. Northey: If I recall correctly a council member wanted to extend their time and that didn't go. Let me follow up on that.
- I think you depend on the Hilton a great deal for some of your room blocks because of their proximity to the Ocean Center. They went through bankruptcy and I think he even said in the newspaper that they need to refurbish the place and that would be coming along. Do we have a report on that? Northey: No, we do not have a report.
- So we'll get the number for the general fund and we'll get an update on the parking fee situation?

Meeting was adjourned at 10:59am.