

Tourist Development Council Board Meeting
Minutes – December 13, 2011
Ocean Center Meeting Room 103ABC

Call to Order:

Chair Frank Bruno called the meeting to order at 9:04am and wished everyone a Merry Christmas and Happy Holidays!!

Board Members Present:

Frank Bruno, Chair
Lori Campbell-Baker
Jim Bazemore
Michael Benedict
Sharon T. Hughes
Rich Larkin
John Masiarczyk
Kelly White

Board Members Absent:

Tom Staed

Approval of Minutes of August 9, 2011 Meeting:

Motion to approve the Minutes was made by John Masiarczyk and seconded by Lori Campbell-Baker.

Ocean Center Status Report:

Don Poor, Ocean Center Director stated he had no status report to give other than the Marketing and Sales Report which would be given by Angela Cameron later in the meeting.

Financial Report:

Donna DePeyster, Volusia County Accounting Director, reviewed the Quarterly Financial Report (unaudited statements) through September 30, 2011, which is the fiscal year end (refer to pages 11-14). Revenues for tourist tax ended the year with \$6.8M with total revenues for fiscal year to date of \$10M. Operating expenses were \$4.5M, non-operating expenses, of which the majority of this is debt service payments, is \$4.8M, which leaves an ending fund balance of \$4.6M. Part of the \$4.6M is being set aside for future debt service, with \$2.7M in the bond sinking fund which leaves almost \$2M available for Ocean Center operations which is better than where we were last year. We are progressively improving the financial position of the Ocean Center. Motion to approve the Financial Report was made by Jim Bazemore and seconded by Michael Benedict.

Garage Report:

Jim Maniak, Ocean Center Finance Officer, reviewed the Parking Garage Report (refer to page 15) through September 30th, subject to any final adjustments. We had talked before about several adjustments within the revenues and that's why you see some of the numbers fluctuate. Some of that depends upon the number of events we have because we do have a special event charge and what might happen is you will see daily parking switch a little bit over to the special event side so that's why some of the numbers are a little skewed depending on the number of events we had. A couple of other things to note here in the revenues is, we do not have any transfer from the TDT Fund as we did several years ago and we are a little bit ahead on revenues (1.7%) compared to last year. In looking at the Operating Expenses, we had mentioned before about some things on the individual object line items where we were trying to readjust and realign some of the expenses and how they were charged and you will notice that, especially in the areas of contractual, temporary and security services, those don't quite line up. This year we did charge those appropriately where they belong and so next year as we progress you'll see those more adequately reflect the compared value as to the current year. In regards to the expenses, we have spent about \$23K less than the previous year. We have paid all of our debt service and are current on that. This concludes

Garage Report cont'd:

this report and I'd be happy to answer any questions.

Baker: Can you please remind us how much we have transferred in the past from the TDT?

Maniak: \$280K was transferred once.

Baker: And because we are doing better this year, probably due to the restructuring of rates?

Maniak: And controlling expenses, we also had a rate increase several years ago and all of this has helped.

Larkin: What is the make up of the parking validation?

Maniak: It is basically the following two things, it includes validations for employees parking in the area (their employer can validate that they are an employee and we charge them a reduced rate). It can be customers who are visiting one of the shops in the area, again they can get their ticket validated and they get an adjusted rate.

Larkin: The Water Park shows zero, did we shift that line item in revenue or what happened with that?

Maniak: What happened a year ago is that there was a change in the contract that we had with Daytona Lagoon and they were paying us \$56K a year, it was a constant amount that they were paying us on a monthly basis. Through the realignment of the contract amendment, they are also doing validations for their customers and their employees so that has shifted from water park revenue to parking validation.

Larkin: How many spots are there in the garage alone not including the surface lot?

Poor: 1,300.

Hughes: Does this mean that the parking garage is going to be able to carry itself? Is it headed in that direction totally, including new maintenance and any updates we have to do, it's pretty well self contained now?

Maniak: Yes at this time it's basically self contained and showing a profit.

Hughes: And the security we were concerned with, that's all in place now?

Maniak: As far as cameras go, I believe those are in place.

Bruno: Actually, you are going to get a report on that in just a few minutes.

Baker: The water park revenues went into the validations? But validations are down \$20K did something else shift? Because you would think validations would be up by that amount.

Maniak: When the folks over at the Ocean Walk see what the rate structures are they might shift from monthly parking to validations. They are very much aware as to what their costs are so we might see some shifting in those numbers also.

Motion to approve 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.

- This report will cover the months from July through December.
- 53 contracts have been issued.
- We are up 37% in events and bookings from fiscal year 2009-10 vs. 2010-11. 73 events & 301,000 attendees in 09-10 vs. 100 events & 304,000 attendees in 10-11.
- Sales Team has had 21 site visits, in addition to 8 client meetings.
- Still following up on about 14 requests for proposals (RFP) that were sent out. Working in conjunction with the Daytona Beach Area CVB on 10 RFP's. A large percentage of these were from the faith based show we attended (Rejuvenate Marketplace).
- We've actually done 34 catering and food events during this time period.
- Hosted several FAMS; Society of Government Meeting Planners, Florida Encounter and Successful Meetings. These were receptions that we hosted for meeting planners.
- Sales Team has attended 14 tradeshow. We are aggressively following up on those leads.
- Hosting FAM during February where all of these meeting planners will be invited. We're looking at about 50 attendees, we're working with the DBACVB and we are doing it in conjunction with the Jeff Dunham Comedy Show.
- On the marketing side, we completed a 7 day photo shoot which now give us a great library of images.
- In the process of redesigning the Ocean Center website.
- Working on a new video.

Marketing and Sales Report cont'd:

- Continuing with our Chef's Tables.
- Just completed our client showroom and had our first dinner in there last night with the National Association of RV and Campgrounds. It's a great way we can make presentations to clients. We can actually showcase our service from a food quality standpoint culinary. We actually have another one tonight with the Methodists.
- We did Light up Volusia Nights, which turned out great. Thanks to Chair Bruno, he was here to do the tree lighting ceremony. We have a 40' tree in front of the Ocean Center that looks great. We want to thank Al Smith, who really made an effort in making this whole area a holiday destination. We hope to continue this for future years and bring our destination into the limelight for the holidays. We had about 1,000 attendees for the tree lighting ceremony and we've been continuing with entertainment every Saturday up until Christmas and there's ice skating at the Bandshell.
- Introduced Patrick Long, Ocean Center's new Event Services Manager. He comes from Hershey, PA and we're glad he's here.
- We also have a Sales Manager's position posted.

Bruno: The opening night for the tree lighting ceremony was well attended but I've been told that every Saturday the participation has been dwindling. We really need to let folks know that those activities are taking place and give them an opportunity to come to the area and also visit the shops and do all those types of things. Need to do a little better job on trying to generate that interest.

Baker: Its front and center on our website right now (DBACVB) and we've put it in our E-News Letters but we'll see if can do some additional social networking to drive some of that traffic.

Daniels: Thanked Renee, Nicole and Liz who pitched in to help with the entertainment. We've had some great entertainment including the Deltona Hispanic American Youth Group on opening night. It's been an effort Volusia County Wide.

Bruno: Thanked Al Smith, the City, Hilton and everyone for their support with this event. Next year it will get bigger and better. It would be nice to get the surrounding businesses to participate with lighting. We were going to go into the advertising proposal however I think that's going to take up a little bit more time so I'm going to move Item 7 ahead of Item 6 and have the City of Daytona Beach Police Department do their presentation. Captain Jeff Hoffman and Officer Nick Fiore will be making the presentation.

Daytona Beach Police Department Presentation:

Captain Jeff Hoffman and Officer Nick Fiore made the presentation.

- It's refreshing to hear such concise financial reports after listening to Corzine on the news say he doesn't know where 1.2 billion dollars went. My name is Officer Nick Fiore and I have worked for the Daytona Beach Police Department for 26 years and with me is Captain Jeff Hoffman. He will answer any questions concerning the patrol division and how the officers are assigned. Mr. Don Poor had asked me to talk a little bit about our camera system that we have in the police department.
- Throughout the city right now there are 135 cameras. All of these cameras record 24/7 so at any given time our cameras are recording. These cameras have nothing to do with our red light cameras.
- They were first installed by Traffic Engineering to monitor the traffic for Race Week, Bike Week, BCR, Turkey Rod Run, etc. so initially they weren't really put in for surveillance. They were installed to monitor the traffic.
- The city's I.T. Department is the division that maintains the cameras and all of the software.
- There are currently 12 cameras that cover the Ocean Walk, Bandshell and Boardwalk areas. Of the 12, some of them take multiple views.
- None of the cameras we have are monitored. If an incident occurs we actually have to go back to that date and time and try to recover the incident.
- We have a 5-7 day window on any of the cameras. Our hardware right now can only store up to about 5 days of images. I'm the person in charge of the cameras, so if an incident occurs we'll try and locate it.

Daytona Beach Police Department Presentation cont'd:

- That's basically the story of the surveillance cameras that we have. Does anybody have any questions?

Poor: Thank you very much for giving the presentation it was very comprehensive. I just want to add that in addition to the 135 cameras the city has, we have added another dozen cameras recently in the parking garage in the Votran area. That equals about 73 total cameras that we have between the Ocean Center and the Parking Garage and those are in the same type of system you have that will record for about 5-7 days.

Baker: So Don you are saying they are monitored from the Ocean Center side?

Poor: They all come in to one console and we have security in there that do monitor them.

Baker: So they are recorded all the time and monitored sometimes?

Poor: They are on motion sensors so they only record when there is movement in the area.

Larkin: Lori is asking if someone is watching them 24/7?

Poor: No we have someone there 8 hours a day.

Hughes: Then they're just monitored during the daytime?

Poor: That's correct.

Masiarczyk: I just want to know if they have the ability to monitor them 24 hours a day. I'm going back to what he had mentioned earlier. Do you have the ability to monitor those if you wanted to?

Fiore: Yes we can look at them live – absolutely.

Poor: We also monitor during events.

Hughes: Is that day and night during events or just during the day?

Poor: No, it would be anytime we have events that we have personnel on premises for purpose of events, we would have a security guard monitoring the camera.

Masiarczyk: What is your data retention on those cameras? Is it 5 days as well?

Poor: As you know on a motion sensor it only records when there is movement in the area so it depends on how much movement is in the area.

Bruno: I want to thank the DBPD for making their presentation. Do you have anything else you would like to add?

Captain Jeff Hoffman reported:

One of the things I wanted to add is that we, like everyone else in this economy, are constantly facing staff reductions. Right now we are at about a 16% reduction in staff since Chief Mike Chitwood took over so we have to constantly think of new ways to police more efficiently and smarter. One of the ways we do this is through this technology. This technology is now becoming the eyes and ears, so to speak, for us out there on the street and it's an excellent tool for us especially on the beachside. We know who the criminals are and they are very easy for us to identify. When we have these images come up, it doesn't take to long before one of the patrol officers says I know who that is. Someone mentioned something to Nick about drone aircraft. As the war is winding down a lot of these companies that are making these drone aircraft for the military are now looking to use these for civilian applications and law enforcement applications. We have been talking to a company that designs these out of South Florida. There's very, very amazing technology that's coming out. We've given them some ideas of what we'd like to use these aircraft for and they are working on a platform for us right now, however it's something that Nick and I probably will not see before we end our careers because of the FAA. It's very difficult to get approval to fly these aircraft right now. There's only about five law enforcement agencies around the country that have the permits in place to actually use these and they are only used for search and rescue applications out west. It's something we are still working on and as we continue to move resources out of the Middle East and Afghanistan a lot of these companies I think will start to put more pressure on law makers to make this application more readily available to civilian and law enforcement applications. It's still several years down the road.

Bruno: Just wanted to thank you both but I do have a question. We have a homelessness forum over at Stetson on January 21st and we're inviting all of the cities. There has been a concern about the homeless sleeping out in and around the Ocean Center Garage. Do you go back and look at the tapes to see if that is an ongoing occurrence?

Hoffman: If we're asked. All these cameras are going 24/7 and monitored for 5 days. If someone comes

Daytona Beach Police Department Presentation cont'd:

to us says we're looking for something in particular, then we'll go back to the tapes. If it's not something we're made aware of then we wouldn't go back and the one thing we tell a lot of these neighborhood watch groups and community groups is if there are these issues you have to tell us. If we don't know about it, we can't address it.

Bruno: Obviously it hasn't really been a major issue in the E-Zone has it? Otherwise you would be monitoring it.

Hoffman: No. Are they here? Sure, but not really in this area do we see them. We know how important it is in this area and we kind of know the areas they like to congregate so we do our best to maintain those sweeps especially early in the morning to get them moving and get them out of these areas.

Bruno: Thank you. Any other questions? If not, guys thank you very much.

Advertising Proposal for Parking Garage:

Michael Benedict, Benedict Advertising and Kim Ellis, Ocean Walk Shoppes presented the Advertising Proposal for the Parking Garage (refer to Ocean Walk Village Parking Garage Power Point Presentation)

Benedict: Thank you very much Chairman. I'm very happy to be able to work on this and appreciate the help of the Ocean Walk and Kim Ellis, Don Poor and the county staff, specifically Attorney Michael Dyer helped out with this tremendously. What we're going to walk you through is the opportunity on how we believe there's potential dollars to help boost the Ocean Center Parking Garage with funds to then remarket and get more people to come down and utilize the garage which is a big goal of ours. The items we are going to discuss have been broken down in six (6) parts; where the money is coming from, what we expect to do with it, how the County benefits from this, the revenue over a couple of years and who's going to watch over those dollars as we bring them in. Before I get to deep in to this there are a couple items of concern that we are looking at with the County's Attorneys to figure out exactly specific policies that relate to the bond issue of the parking garage to make sure we don't infringe upon anything to jeopardize the bond.

Along with Kim and Don, we set two objectives when we set out to do this. First and most importantly is to increase revenue at the parking garage through an advertising program we can offer and secondarily we want more people paying to use the garage facility. There are a number of partners on this that would benefit tremendously. There are also some outlying ones, and Don pointed out some really good examples that not only does this benefit the core but there are folks like the Main Street Redevelopment Board, the Boardwalk and Seabreeze businesses that would benefit tremendously from having more exposure from everything going on here and the utilization of the parking garage.

The program you're seeing wasn't just thrown together and we came up with random numbers on what we would charge and how we would charge or why it benefits. Kim spent a lot of time pulling some information, not only from her current job at the Ocean Walk, but also previous experiences at other venues very similar to the one we have here. We have multiple different advertising options on multiple different levels. Floor one can not be touched because that's a federal arrangement, however two through six can be utilized. There are a lot of options here and we believe that for every advertiser there's one option that will fit and as the garage goes higher the prices drop because the traffic flow on the lower levels is obviously utilized more so those advertisers should pay more because the impressions are higher. The important thing to note is that there are a lot of options here to sell. Benedict then proceeded with the presentation showing samples of what the advertising could look like. One of the initial concerns from the County Attorney, which we still have to run by the City, but we wanted to move forward here first is that this signage is not seen externally this is only seen once you drive or walk into the garage. To our knowledge, we are not violating any city codes but that's something we have to research. We're not violating any county codes, which is good. It's a relationship that works for everyone, it's a public/private opportunity and there's no cost to the County to implement this as currently presented. The advertising revenue gets split and it goes to the County for maintenance, repairs to the signage and additional work load that may be bared on the staff of the actual County Parking Garage. Then there's also the marketing revenue that comes in but that's in turn put right back out to encourage more people to come park at the garage and use the facilities that are around that area. Both of those things increase overall revenue for the parking garage which means we just keep moving it back in. There's actually two points where money spins off to the County so it's constantly backing up reserves or helping take on any

Advertising Proposal for Parking Garage cont'd:

additional costs that are unseen at this time. We don't foresee any additional costs to the County, it's actually only a benefit right now. I'm sure there will be some because something always comes up but the signage and the advertising is built in. When someone pays for the advertising, they are actually paying for the installation and development of that sign as well so the County is not bearing any of that expense, it's the actual advertiser. If we sold out the whole parking garage, there's a lot of money at stake here and not only for the County and direct dollars of the spin off of the dollars collected but also a lot more money to market the area and the garage as a functional useful tool in this community. I think there's even talk, not that this has any relevance there may be another parking garage in line for the E-Zone. This gives a great example of how this could work and where the dollars could come from so as we're looking at that option we have additional dollars to help support that. Those numbers are based on the sales and escalating year over year 20, 40, 60, 80%, we think if we're at 80% every year that's extremely a good job by everyone involved.

Ellis: That's year 5 though.

Benedict: That's year 5 don't hold us to that number hold us to the one year, which is very doable. And there are a lot of people that have actually contacted your office.

Ellis: My phone rings constantly, the number one complaint I get is about the fact that people have to pay for parking. They're just usually unhappy when they walk onto the Ocean Walk Shoppes property because the parking garage is the first experience that they have at my shops and it's the last experience they have at my shops. You guys have done a great job, it looks terrific and we're really excited about the security cameras but at the same time my property is in receivership and I write a \$50K check every year to the parking garage because that free 3 hour movie parking is not subsidized by the movie, it's subsidized by Ocean Walk Shoppes. Sloppy Joes and Winghouse used to validate parking, they have since stopped doing that because they simply can't afford to pay their rent and the parking validations at the same time and so some sales have dropped because of that. I'm super interested in putting this together because I think it's a win-win for everyone, it's very little effort on the County's part. I can help administer all of it and come to the TDC with a marketing budget on an annual basis of how we plan to use that revenue split to help the entire area, including Main Street, Seabreeze and all of the surrounding areas. Most definitely we need to promote this as being a safe, affordable place to park and it's a clear option for everyone. I'm not sure that everyone in Daytona is used to parking in a garage nor do they want to, so we need to help educate the community on the benefits of that.

Benedict: Some of the ideas that address a lot of that, in a marketing plan, Kim's already come up with and they are excellent. They pretty much eliminate most of those things if we have the dollars to do that and here we have this facility that is currently only making money through parking and now we have an opportunity to bring in more dollars without doing much additional work with a private/public partnership which I think is extremely beneficial. We have someone that has a vested interest in the success of the garage because it's the success of the shops, success of the Ocean Center and the surrounding businesses that tends to be a great opportunity when you can do that. The split is, you take 20% off the top and put it aside for the County so immediately there's dollars set aside that we know that can help with whatever additional costs may be incurred. The additional dollars are reinvested in the garage through marketing efforts and marketing campaigns that the group of businesses in that area all come together and agree upon. Kim spearheads and brings that proposal to the TDC, we all take a look and decide that's where we want to head and move forward.

Ellis: The first marketing suggestion is that all campaigns should feature convenient and safe affordable parking on the beach. Currently when you look at the area businesses, they don't always say hey, there's parking down there. It seems to be a message that is often left out of their marketing campaigns. With the 80% marketing split, I see some of it going towards traditional marketing (i.e., print, TV, radio, billboards, social media, direct mail, etc.). The non traditional marketing part of it, I am hoping we can come to an agreement that parking validations will be offered to the Ocean Walk Village Customers. I currently pay \$1 for 3 hours for the movie theaters for parking. We have all learned that 3 hours of parking is just not enough. Most movies last for 2 ½ hours and it doesn't give the customer enough opportunity to have a cup of coffee or go to dinner and make it back to their car in time. I am hoping that we can come to an agreement that we'll be able to purchase validations at the rate of \$1 for 4 hours of parking and then I can spread that throughout the Ocean Walk Shoppes so businesses like Sloppy Joe's, Bubba Gumps, Maui Nix, etc. will be able to validate parking on behalf of their customers. We're not asking for that for free, we'd like to take some of that 80% split and put that back in towards a marketing

Advertising Proposal for Parking Garage cont'd:

line item.

Benedict: When you get 4 hours of parking, now you start to make a day of it. You're likely to see that 5, 6 & 7th hour which is charged at the normal rate. You're encouraging more people to come to the parking garage and utilize it because in their mind it's a low cost of entry, the County is still getting paid and you are also starting to get more people coming in and so you start having more dollars come in from the parking which helps us sell more advertising. Kim has already had people ask about the availability of advertising in the garage and she, of course at this point, has had to turn them away. The TDC would have the oversight or the ability to recommend to the Volusia County Council to move forward with this. With any public/private agreement, you always need someone looking over what's going on, approve that direction to make sure that everyone in the system needs to benefit from this. We don't want any one party to get way more favoritism because it will shut the program down. If we continue to look at this from a number of avenues and everyone's benefitting, then we'll have a great program that works really well. Any questions? Comments?

Hughes: Is there any additional opportunity with the advertising, such as advertising on the parking tickets?

Ellis: Absolutely, we would need to coordinate this with the garage staff. We can certainly charge a fee to someone who wants to hand out a flyer with each ticket or a be back bounce coupon as they leave the garage. I do believe there is a way to print something on the backs of the ticket.

Poor: Historically that is true and I have not looked into that since I've been here. I understand the County has looked at that prior to my coming here and there was some question as to would that process have to go through a bid process.

Benedict: We actually brought this up to County Attorney Mike Dyer and he said that as soon as we get to the first floor we just have a couple more things we have to answer, since it's federal not county or city. We also asked about the handout.

Ellis: That transaction would actually take place on the first floor so when we put this together my mindset was okay we want to protect that federal floor (first floor) so let's just start on 2 and go up to 6.

Benedict: But it has been addressed and questions have been asked, we're just not at the point where we have a firm answer yet.

Baker: Thank you for bringing this forward because I know we've been talking about it for a while but we haven't really had a lot to look at so this is great information. Am I understanding correctly that part of the 80% that goes to marketing would be used to validate tickets to make parking less expensive for the customers?

Benedict: It would to a degree and the point is we do not want the County to be offering discounts to the parking garage. I think from the last notes we all said that was a real bad idea and I agree that is a bad idea because it fundamentally undermines what we've tried to accomplish of having a strict standard. The marketing side of it is that the separate dollars that are raised through advertising can market to the general public to say please come out and park at the parking garage and enjoy Ocean Walk Shoppes, the Ocean Center and anything that's going on in the area and as part of that here's a voucher for free parking. To the consumer that's free parking. Then those dollars are actually used to pay for that voucher so it's not free.

Baker: It's estimated that the first year revenue would be \$85K and I'm looking at the income minus the maintenance cost is \$67K, less the admin fee, it looks like you added the admin fee instead of taking it away, so you're really at \$67K.

Ellis: You're absolutely right, that's a great catch.

Larkin: I think it's a great solution, very well thought out. We talk about attendance on Saturday nights for the ice skating and now it becomes lets go ice skating, have dinner and go to Coldstone and have some ice cream because we don't have to worry about paying another \$5 for parking. I wonder if there's an opportunity for curbside valet parking for certain events down there to add to some of the revenues. My question is the \$50K you pay for the movie parking validations would come out of the 80%?

Ellis: Yes.

Baker: The 20% that goes to the County, would that fall under the same perimeters that bed tax has to follow or would that be up to County Staff?

Poor: That's one of the legal questions the County Attorney's Office is addressing. As Michael had referred to earlier, the parking garage is under bond indebtedness and any revenues that come in have to be placed towards the debt service for the bond so we will have to clear this through the Legal Department

Advertising Proposal for Parking Garage cont'd:

to make sure we have all of those things covered.

Benedict: The one thing we would want from today's presentation, as long as the Chairman is okay with this, I'd like a motion to move forward this idea/concept to get advertising revenue, get a program in place so that the County Council can at some point in the near future, vote on a program that follows along the standards and laws of what we are obligated to with the debt service and the bond issues.

Masiarczyk: I think it's a great idea to look at advertising, staring at a blank stone wall in the garage, this has to be better. My comment is fixtures are very, very expensive. Is that just operational costs? You're not talking about the actual fixtures?

Ellis: I'm actually talking about the aluminum frames with the acrylic. This doesn't include the production costs for the inserts because that gets paid for by the actual advertiser. I had a company in Orlando bid out this price knowing that I would take it and bring it to three companies in Daytona Beach that would compete for the business. I wouldn't out source it to Orlando but that was the start up cost for the aluminum framing.

Masiarczyk: That's very inexpensive. I just purchased 2 outdoor 2 x 3's that I don't even want to tell you what we paid for them. That's very inexpensive if you can do it for that.

Bruno: I appreciate that. Let me welcome Commissioner Kelly White to the meeting. I would also like to thank Michael Benedict and Kim Ellis for the presentation; I know you've worked really hard on this. I would also like to recognize a gentleman that's here and there and everywhere around Central Florida and up in Tallahassee, welcome Fred Lenhardt. Let me open it up to anyone from the public that would like to make some comments and then we'll bring it back to the board for further discussion.

John: I would like to ask this lady a couple of questions. What is your position?

Ellis: I'm the General Manager of the Ocean Walk Shoppes.

John: You represent the receiver?

Ellis: I do.

John: So you want to take 20% of the advertising money and use it for your customers?

Ellis: No, I want to take 80% of the money, but it's not just my customers it would be an Ocean Walk Village type of thing.

John: Who would manage this?

Ellis: I would manage it.

John: Are these signs electrified?

Ellis: No they are not.

Bruno: Any other questions from the public? If not, let's bring it back here for further discussion. There are some questions about requests for proposals and all of those types of things. I just wanted to thank Michael for working with Mike Dyer because it's also our Legal Department that has to make sure that this all comes together and also for recognizing the fact that we're not in this by ourselves, we've got city and their codes to deal with as well. We've got to do something and this is a great way of bringing in more revenue. It goes back to the basics of why we have a convention center to start with and that's to generate, not for us to make money, but to at least break even and generate more business to our business establishments that surround the Ocean Center. I think that we need to proceed, myself personally, and that we need to do it with the help and the oversight of our Legal Department in order to make it work out for everyone. I think there will be some questions about the oversight, the public/private partnership, codes, how we market it, etc. I would love to see us at least move this forward so that we can consider this and bring it forward to the County Council after review by the administration. Let me give an opportunity to Kelly White to weigh in on this.

White: I would support moving this forward, in addition to what's been discussed about the advertising, anything that would brighten the garage up, I would support. I think it would play two roles.

Bruno: And it's not only the advertising for in and around the Ocean Center, you'd be able to advertise for West Volusia activities. You want to be able to advertise for any activities in Volusia County. We've got to be sensitive to the entire area because that's what the Ocean Center's here to do.

Masiarczyk: If we do this, can we make sure the County has some stock things (Bike Week, Race Week, etc.) available (in case advertising is not sold) so we don't have an empty advertising frame on a wall.

Baker: Are these backlit signs?

Benedict: Currently they are not proposed that way.

Advertising Proposal for Parking Garage cont'd:

Baker: At some point in the future it would be great to have the discussion about we have so many of them sold that we need to back it down but I love that it's an aggressive strategy on selling them now. I think it's a great idea.

Don Poor: I think that what's been said today is very favorable. I think what we have to do is get some legal questions answered and some structure questions answered before it would be presented to council so I would suggest that you may think about doing a motion that would recommend that the legal department, the County Attorney's and the County Manager's Office review the process before you submit it to the council.

Frank Bruno: Sure, I think that's a prerequisite anyway to get it on the agenda.

Kelly White: Can I make a motion? Motion to move this to the administrative process in preparation to submit to County Council.

Frank Bruno: I have a motion. Do I hear a second?

John Masiarczyk: Second

Frank Bruno: Second from John, and that's great we have the two largest cities supporting each other on this. Further discussion on the motion, yes Rich?

Larkin: This Board meets quarterly, do we foresee something coming back or us being able to move forward before season which starts in January?

Bruno: When it goes to the County Council, you will all be invited to be at the presentation. I don't see it having to come back here unless the County Council feels something is out of whack and sends it back to us. I can't answer for that.

Larkin: So we see it feasible as happening before season, hopefully. The only other thing I would encourage to think about is a reserve for lighting, back lighting, upgrading in years 2 and 3 and doing something other than the aluminum frames so that we can better market it if that's possible.

Hughes: That's an excellent idea because the more light in the parking garage the better it's going to be and the lighted signs will always draw your eye.

Bruno: If they are lighted that's more of an expense but we could get more advertising dollars if the rate goes up for those types of displays. I have a motion and a second all in favor of the motion say aye, all opposed, let the record indicate unanimous support to go forward to administration and to the County Council.

Update from Partners:

Hotel & Lodging Association – Bob Davis reported:

- I have nothing more to say than Happy Holidays and a very prosperous and healthy New Year and whoever is in charge of marketing that wants to send me some flyers on the Light Up Volusia and the surrounding events, I will get it out to 250 members and 40,000 folks in hospitality so if you'll e-mail me something I will send it out.

DBACVB – Liz Grindell reported:

- I'd like to also start out with wishing everybody a Merry Christmas and Happy Holidays.
- It's great that everyone is coming together and see such wonderful ideas are coming forward.
- There's a Shriner's Meeting on Friday and I'd like to thank each and every one of you because without all of us working together this would not be coming together.

WVAA – Renee Tallevast reported:

- This is our busy time of the year that we place a lot of advertising and we have been heavily promoting our golf and fishing packages through our E Newsletters, social media and advertising.
- We've hit the Canadian market and we have co-oped with the DBACVB and targeting the Canadian market which we have not done in about 8 years and we felt the time was right to approach that market again.
- We're working with the DBACVB and hitting the U.K. market and we already have an in flight video that's being shown on some charter airlines and we'll also be doing some print advertising as well.
- I look forward to the Shriner's planning meeting on Friday. I've been in touch with Linda McMahon and she's asked me to serve on 2 committees and I'm excited about that and really moving that forward.

Update from Partners Cont'd:

SEVA – No Report

Old Business:

No Old Business to report.

New Business:

New Business has been handled.

Public Participation:

No Public Participation

Member Comments:

Masiarczyk: Merry Christmas and Happy New Year to everyone! We have a parade on Saturday night at 7pm if anyone wants to venture over to the west side.

Hughes: I thought this was an exciting meeting because of the presentation, it's really encouraging. Also, Happy Holidays to everyone. If anybody wants to see anything really pretty, Gemini Springs in West Volusia had Symphony in the Park, which has already past for this year but for next year it was an unbelievable event.

Baker: The Shriner's Meeting will be this Friday at 9am at the Lifeguard Quarters and Gary Berganske from the Shriner's organization will be here to meet with all of the different committees and help to get our community excited and together and ready to go for this piece of business. It should be a really good meeting.

Larkin: Nothing to add. Happy Holidays to everyone!!

Benedict: Just want to thank everybody in the group and on the board the opportunity to work with everyone and the positive experiences of partners in this whole area and even extending out is excellent. I can't say enough about Kim Ellis and the amount of work she put into this, Don Poor and his staff helping out and Michael Dyer, County Attorney they were all awesome. A lot of the questions have been asked and most of them have been answered. We've put a lot of the ground work in place and hopefully to ensure that it will be ready for the season. Don, Mr. Dyer and I met yesterday to get a general consensus of what needs to happen next. I appreciate the opportunity, it wasn't just me by any means it was a number of people that want to see this happen because of all the positive benefits, so thank you very much.

Bazemore: Merry Christmas and Happy New Year!

Dave Byron commented that they will be scheduling a Tourism Marketing Study public get together after the first of the year and everyone will be notified.

Renee Tallevast invited everyone to Blue Springs State Park, where the manatees are flooding in there and see if you can find our manatee, Volusia. Volusia is a female and she is in the spring and loves to sleep on her back so she should be easy to spot. She's still a small manatee she's only 2 years old.

Meeting was adjourned at 10:23am.