

**Tourist Development Council Board Meeting**  
**Minutes – July 17, 2013**  
**Ocean Center Meeting Room 103ABC**

**Call to Order:**

Chair Pat Northey called the meeting to order at 9:00 am and introductions were made.

**Board Members Present:**

Pat Northey, Chair  
Lori Campbell-Baker  
Sharon T. Hughes  
Terry Roberts  
John Masiarczyk  
Jason Reader

**Board Members Absent:**

Kelly White  
David Rijos

**Approval of Minutes of April 10, 2012:**

Motion to approve the Minutes was made by John Masiarczyk and seconded by Lori Campbell Baker with a minor change under Old Business regarding a comment attributed to Kim Ellis (I feel bad that you went through that much work in putting the proposal together.....) that should be changed to Lori Campbell Baker.

**Financial Report:**

Donna DePeyster, Volusia County Accounting Director, reviewed the Quarterly Financial Report through March 31, 2013. Two sets of statements have been included in the packet; one for period ending 9/30/12 (refer to pages 10-13) and the most current report ending 3/31/13 (refer to pages 14-17) which will be the one covered in this meeting. This is a cumulative report that shows the activity from October 1<sup>st</sup> through March 31<sup>st</sup> of this fiscal year. We opened our year with a beginning fund balance of \$3.896M which is a little more than we had anticipated when we budgeted. Our resort tax to date (as of 3/31/13) is \$3.796M, leaving \$3.8M to still collect for this fiscal year. At this point in time we believe that we will meet our budgeted resort tax collection of \$7.624M. Total revenue for the year is \$4.546M. There is a \$1.297M transfer from sales tax budgeted, that transfer has not occurred yet it typically happens in the last half of the fiscal year. Total expenditures were \$2.395M, we have had some capital expenditures so far this year and our debt service payment so far to date is \$3.547M. There was a June interest payment that has already been paid, so our total debt service for the year will be a little over \$4.7M. Our ending fund balance for the fiscal year to date is \$2.416M. The most important thing I try and communicate to the Board Members is that even though it looks like we have \$2.4M available, almost \$1.6 is tucked away in the bond sinking fund so we can make that next debt payment (which was in June for interest) and then we are also having to accumulate some principal payment which is due in December. At this point in time, that leaves available funds for Ocean Center operations at \$827K.

Chair Northey asked if there were any questions from the Board Members.

Reader: Just a quick comment for the next meeting, I think it's helpful to see the year to date number but is it possible to also see a forecast number for the year?

DePeyster: The annual budget (for the fiscal year) is the forecast.

Northey: Is there a different format that you'd like to see?

Reader: As long as we're tracking it that's okay. I'm used to seeing a budget, where we are year to date and then usually a forecast to see if you're going to be above/below it. Typically, it's very rare that a forecast is exactly the budget.

DePeyster: At this point, they're staying with the numbers as they are. If it should vary they will amend the budget if they need to. I looked to see what the forecast was, especially on the tourist development tax, and that's still on target. They have not changed that forecast, which I believe went to Council a few weeks ago. March to September is when things start to cook around here and people are afraid to change forecasts until we get a little more information under our belt before they start changing that particular number. Sometimes you don't see that kick in until the next fiscal year and it rolls over as additional funds for the following fiscal year.

Reader: If we do change the budget in a few months, it would be nice to see what the original budget was vs. the new budget and track the variances.

Northey/DePeyster: We can do that.

Hughes: Is the almost \$1.3M sales tax still included for this year? And that will stay until what point? Are we trying to move away from that?

DePeyster: Those are questions I don't know the answers to.

### **Financial Report cont'd:**

Northey: I can tell you that this Council Member's goal is to move away from that. That's general fund sales tax and our goal is to get that back in the general fund but for now use it for the Ocean Center. Hopefully, with the economy turning around and the new hotels if they're built and come online we'll be in a place where we can move that back into general fund operations for the County.

### **Garage Report:**

Jim Maniak, Ocean Center Finance Officer, reviewed the Parking Garage Report (refer to pages 18-19) through March 31<sup>st</sup>. As you look at the comparison for 2011 and 2012 on the revenue side you will see we were up about 3½% in our parking revenue. If you look at the expenses, we had a couple of things out of the ordinary that you will not see recurring. Line Item #3400 Contracted Services – one of things we did last year was to make the decision to replace the elevators. We had to get rid of a contract that we had with an elevator company and in order to get out of that contract we had to pay them approximately \$50K, by doing so that allowed us the opportunity to bid for new passenger elevators in the future. So part of what you see in Line Item #3400 is the \$50K to pay off that elevator contractor. We did start the project with the elevators and if you look at Line Item #6530 Construction you can see that we started the first progress payments on the elevators. The elevators, as of this fiscal year, are complete and they are going through some final inspections but that is done and we are pleased at the outcome of that project. So basically if you subtract those two items (\$50K for elevators & \$18K for construction) from the bottom line total of our operating expenses, you'll see the operating expenses are less than 2011. The debt service payments were all made accordingly and paid on time. We previously had a discussion about monies that were advanced from the County's general fund to the Parking Garage to pay off Central Parking (previous Parking Manager) in the amount of approximately \$600K. At the bottom of the report where it says repayment of transfer to general fund, we did make that transfer for half of the amount that was advanced to the parking garage. That was paid even though it doesn't show on here and is a balance sheet item and not an expense item. Just a reminder the Parking Garage is an enterprise fund operation, not a special revenue fund as the Ocean Center is and a large percentage of the revenues that come in are from user fees and of course as you look at the first six months here you can see how our comparison goes. We are actually down a little bit compared to a year ago. There are a number of reasons for that, we had some events that usually generated a large amount of parking revenue that we did not have (i.e., March motorcycle show, aggressive competition for Bike Week & Biketoberfest parking, weather problems, etc.) It appears however, in recent discussions with the Parking Garage Manager, through this last quarter (April 1<sup>st</sup> through June 30<sup>th</sup>) that things have picked up especially in the daily parking area so we are hoping for a rebound. In looking at the expense side, Line Item #3400 you can see where the current year at this point is \$8,600 compared to last year was \$57K. If you recall, I mentioned that \$50K we paid to the elevator contractor to have them negate the contract. Another one of the new charges that is on this sheet is the Administrative Charge, it's \$107K which is basically a management and oversight charge that goes back to the Ocean Center to help negate some of the Ocean Center's expenses. Baker: Could you explain that charge again? Maniak: It's for management services and oversight and accounting that the Ocean Center does. Everything that the Parking Garage does flows back through the Ocean Center, such as the cash management, the cash reporting, we pay their bills, etc.

Discussion regarding the management services fee ensued:

Baker: So that money is going back in to the Ocean Center? Is that reflected in the Ocean Center budget? Maniak: I don't know if you will see that directly on there but it comes back as a credit against some of the expenses for the Ocean Center. Northey: Lori we can ask for that to be a line item if you'd like. Baker: Is it in another line item that you can see it. Poor: It's a function the County charges for administrative services for all of their departments. Baker: I'm familiar with the concept; I'd like to know if it's showing as a separate line item? Northey: You want it to show as a revenue item, I think we can do that. Maniak: It doesn't show as a revenue item, it shows an offset against expenses. Northey: I'll work with the County and see how we can show that on the report.

If you look at Line Item #4610 (Maint of Bldgs & Grounds), there's a number of major projects we were trying to kick off this past year;

1. Replace the fire doors on the stairwells – some of the work we can do in house and some of the additional work will need to be done by contractual services.
2. We've also recently bid the expansion joint project to repair and replace some of the deteriorating expansion joints. Bids are being evaluated and hopefully before the end of this fiscal year it will go before the County Council for approval. That will probably move in to next fiscal year as how you will see this in the future, just like the elevators.
3. We also had some things with Florida Door Control, some of our expenses have gone up over there this past year and hopefully those will level out.

The only other big thing is the Line Item #6530 Construction account which is the elevators what we have paid to date in this fiscal year for the four new passenger elevators. We are waiting on the final inspection so we can pay the final check.

### **Garage Report cont'd:**

We currently have about \$8.3M in outstanding debt and of course we continue to be current on everything. Our mid term debt is paid on April 1<sup>st</sup> so just after this statement came out we paid principal and interest.

Chair Northey asked if there were any questions from Board Members.

Reader: On the construction, are we tracking to hit the budgeted expense? That elevator expense is going to come out as budgeted?

Maniak: Yes, we did have one amendment to it which I can not recall what the amount was but it wasn't very much.

Poor: Madam Chairman, may I expand a little bit on Jim's report please. I had planned to bring this up later in the meeting, referencing some construction projects that we are in to but let me bring it up now since we are talking about the Parking Garage. We actually budgeted \$400K to replace those elevators. We replaced all of the 60' pistons that go down in to the ground and the encasings around those were replaced as well. We also modernized all of the cars with new tile and woodwork. I would encourage you to go over and take a look; there's been a dramatic difference in the appearance as well as the mechanical ability to operate properly. I'd also like to recognize Jamie Fish, who is our Parking Garage Manager. Since she has been with us (2006) she has saved us several hundred thousand dollars by reducing expenses from the previous company that ran the garage. She runs the operation over there 24/7 365 days a year with two full time people. For the last two years, that Parking Garage has turned a profit, which historically has not happened before. She's done an exemplary job! She was also just certified by the International Parking Institute as a Certified Administrator of Public Parking.

DePeyster: I wanted to clarify Lori's question relating to the revenues that come in to the Ocean Center for the administrative charges. If you look in your detail schedule, it's under miscellaneous revenue and there is an "other reimbursements" line where that \$107K charge is located.

Northey: Can we identify that?

DePeyster: I'll clarify that better for the next meeting.

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.

- Welcomed Councilwoman Ms. Northey to the TDC Chair, so looking forward to working with you and we appreciate you being here and all the support you have given us!
- Introduction of Sales and Events Staff.
- Some marketing projects that have been accomplished since the last TDC Meeting include: new marketing sales kits which includes a new DVD (with Ocean Center images and video) and revamped the Ocean Center website (Angela proceeded to give presentation on new website).
- Tim Buckley handles the Ocean Center Facebook page.
- Joanne Magley handles all of the press information. Really made an aggressive effort on our press releases, we crank those things out continually. We like to make sure there are press releases on current activity, also every time we sign a contract we send a press release out and I did include press clippings for the year in your packets. I just want to say thank you to the media, they've really done a great job for us, we've gotten some great coverage and it really helps us to tell our story.
- Joanne Magley also does an E-Vents Calendar (bi-monthly) for the Ocean Center that includes approximately 700 e-mail addresses and you can go on our website and request to be put on the e-mail list.  
Northey: Can you please give that website address? Angela: [www.oceancenter.com](http://www.oceancenter.com)
- Discussed Media Schedule for 2012-13, which includes print, online, e-blasts, webinars and e-newsletters. We have taken the media buy in-house and that's saved us about \$50K.
- Showed the advertising creative from our print stand point, again keeping the same look. We are using separate 800 numbers every time we run an ad so we can track the ROI on each magazine.
- Discussed the 2012-13 Travel Schedule. One of the best things you can do is get in front of the planner face to face and it's all about your relationship. The traditional trade show has pretty much gone away where you sit in a booth and wait for a meeting planner to come to the booth. Most of these shows are appointment shows where you get a list of planners in advance, you look at their profiles and the events and meetings they hold and you match it up with your venue. The ROI and productivity of these shows is much better. We've come up with about 200 leads from these shows.
- 94 contracts have been issued to date. Some new events include: Living Proof with Beth Moore coming in November and according to Lori we've got some great ticket sales on that, Promise Keepers, TOPS, Florida Trail Riders, etc. Matt Dye has brought in some great local catering business. We've got great new customers, however we have strong repeat business and there has to be a lot said about our Event Staff and Operations crew. They do a great job at servicing the client, the clients are happy with our staff, our facility and our destination!

### **Marketing and Sales Report cont'd:**

- Service awards won this year include Convention South, this is the third year we have won their Readers Choice Award this is voted on by meeting professionals who pick venues throughout the south and is based on service. First time we've won the Prime Site Award and this was given to us by Facilities and Destination Magazine.
- Ungerboeck Booking Software has been purchased. Myself and other staff members have gone through 24 discovery sessions and conference calls since April 2013. On-site training was held in June and we still have some additional training to go. We are hoping to go live with everything by the end of September.
- Second year we have held Light Up Volusia Nights, we are very proud to be a part of creating a holiday event for our destination. Always held the weekend of Thanksgiving and we had about 3,000 attendees, it was a great night with a tree lighting, entertainment, all kinds of activities for the kids and we look forward to the continued growth of this event.
- Angela proceeded to show the images on the website. These images sell our building and there are plenty of times we've sold a piece of business sight unseen. I think it's very important to have those and utilize those. We did a 7 day shoot which resulted in some great shots. Northey: And we have some great public art (Art in Public Places) in this building, it's incredible. Daniels: One of the things I talk about is that we have an art gallery right here in our building.
- Angela showed a temporary video Mike Jiloty produced about a year ago for the meeting planners. We did just finish production on a new video about a month ago. We are in the editing stages and I really can't wait to show you the new video at the next meeting.
- Thank you for all of those out there supporting us and being our friends, we really appreciate it.

Northey: Great video!!! That's the one Mike Jiloty did and you did another one which we should have at our next meeting?

Daniels: Yes we did a whole new production that we should have ready for our next meeting.

Baker: I just want to say those materials are stunning! They really do look nice.

Northey: And my granddaughter was in one of the shots and that was not planned for me.

Reader: I think the video was great but what you highlighted, which makes the most sense and what we lose sight of is "when the meeting breaks the ocean awaits" and that's our competitive difference. A lot of places have convention centers but very few have convention centers that you can walk to the ocean.

Motion to approve made by Terry Roberts and seconded by John Masiarczyk.

### **Ocean Center Status Report:**

Don Poor, Ocean Center Director presented the Ocean Center Status Report. We talk about sales and marketing and the front of the house a lot but I thought I'd talk to you today about some projects that we're working on relative to construction and repair as well as cost saving measures relative to utilities that we're involved in. The Ocean Center's original building was built in 1985 so it's over 25 years old. We did not have the funds to replace all of the heating and air conditioning units that are throughout the arena so over the last three years we've been replacing sixteen of those in a program where by at various costs ranging from \$68K to \$178K a unit we're replacing about two of those a year. In the next three or four years we are hoping to have all of those as new units. There is an area in the Arena Loading Dock where the concrete has begun to come apart and the load levelers are no longer working like they should and we're getting ready to start a project there that is going to cost about \$40K which will repair those load levelers. We mentioned earlier about replacing the Parking Garage passenger elevators and modernizing those cars and that project total was about \$413K. There are some areas in the utilities, where over the last few years we have begun to save a considerable amount of money. It's not apparent in the water sewer storm-water area because those costs have gone up each year for two reasons; 1) the increased attendance that we have and 2) the City of Daytona Beach has a CPI Index that goes up automatically each year. We have put a meter on our chillers which cools the building; the chiller units cool about 500K square feet of space. We determined that we were being charged by the City for sewer rates for the water going in to the chillers, so we put a separate meter on those chillers and next year you'll see that water bill come down about \$32K a year just by the installation of that single meter. We used to buy the gas utilities from a distributor and about three years ago we went to buying directly from the gas supplier and as you can see our gas costs total, for supply and distribution, has come down from \$215K a year to \$80K a year. Another interesting fact, before the expansion our utility bill was running \$500K per year. In our opening year of the expansion our utility bill from FPL was \$767K. Remember we had a 250,000 square foot building and we doubled the size to make it 500,000 square feet so we had twice the space we were cooling. The year we opened the bill was \$767K and since then, through energy savings measures, the bill is \$597K so it's only \$97K additional for twice the size of the building. We've implemented a lot of procedures relative to lighting levels at different periods of the building (i.e., move-in/move-out) that have saved us a considerable amount of money. I wanted to share some of those things with you to let you know we're working as well in the back of the house as we are in front of the house.

**Ocean Center Status Report cont'd:**

Northey: That's quite a savings Don, just on your utilities. You don't usually see that, you usually see numbers going up and that's particularly exciting about the electrical and gas savings. Hopefully next year we'll see some movement on that as well.

Baker: On the HVAC units, when we replace them they're obviously still working. Is there a resale for that or do we just scrap them? Because they are pretty expensive units and we have a bunch of them. What do we do with them?

Poor: We actually throw the old ones away. It's the contractor's job to take the old units out and remove them from the premises.

Northey: So the contractor gets the scrap and that would be reflected in the contract.

Poor: Correct.

Reader: That is common though, the Hilton is the same way when we replace HVAC units the contractor gets the old units and that's typically reflected in the pricing.

Hughes: Before we move away from Angela and Don, I'm just wondering about the new computer system. How is it going to work with the rest of the community (i.e., CVB, hotels, etc.), are they going to be able to access the information they've needed in the past? Can you just get them the answers quicker?

Poor: About the only way it will interface with the CVB or other hotels who want to look onto the system is you will be able to look onto the system and see whether a space is booked or being held or not. You will not be able to see the client's name because most clients don't want that information out there years in advance because of competitive hotels calling them. You will be able to look on there and see whether the space is being held for a particular date.

Northey: I noticed that we have a QR code, Angela can you explain what a QR code is? That's a nice addition to our marketing efforts.

Buckley: It's an automatic link that you scan and it takes you to that website destination.

Daniels: Mike Jiloty has started including those in our ads.

Motion to approve made by John Masiarczyk and seconded by Sharon Hughes.

**Update from Partners:**

Hotel & Lodging Association – Bob Davis reported:

- Thanked Pat Northey for stepping up and taking over as Chair of the TDC Board.
- Brought up the Parking Garage Advertising Proposal that was given at the December 13, 2011 TDC Meeting. Perhaps in upcoming meetings this will be readdressed.

Baker: In our last minutes, we had actually talked about bringing this up before this board again to see if we could move that project forward.

Northey: I can get some additional information and we can talk about this at our next meeting.

Poor: Are you referring to the Parking Garage Advertising program?

Baker: Yes, but not on the ground floor obviously because we can't do that.

Poor: There are some bond covenants that prevent us from giving away that revenue and under that proposal that money was to go to the Ocean Walk Shoppes.

Baker: There was actually a suggestion, made by John Masiarczyk in the last minutes, that could possibly get around that and I think County Staff was going to take that back and review it for an update at this meeting.

Poor: Last word that I had from the County Attorney was that we were not allowed to do it.

Hargrove: I don't have an update to it but the statute is clear, it says these bonds the debt service is issued for the construction and reconstruction (which you have out there) and to pay planning and design costs, also you can pay for the operation and maintenance of the Ocean Center but those funds are specifically designated you can't go outside of the perimeters of the statute.

Masiarczyk: The minutes reflect what I suggested and I don't have to repeat it but there's a way around that by putting the money directly back in to it.

Northey: This is new to me, so I will meet with our Legal Department and we'll talk about it at the next meeting.

**DBACVB – Jeff Hentz reported:**

- Created a new business model.
- Selected a new ad agency and have built a new ad campaign called Seize the Daytona, which is doing very well and driving a lot of website traffic and demand.
- Occupancy and bed tax collections are up.
- Offered cudos to the Ocean Center and the CVB Sales Teams on working together to bring two major pieces of business to Daytona Beach over the last few months; Shriner's for back to back conferences (2017 & 2018) as well as the Jr. National Gymnastics Championships.

**Update from Partners cont'd:**

**DBACVB – Jeff Hentz reported cont'd:**

- In the process of building a new website – first one in 10-15 years, very excited about what that will produce for us including a new back end CRM and CMS system and that will also build and interface to the Ungerboeck system if necessary.
- Looking forward to working with this team and working together with everyone and wish everyone success.

**WVAA** – Per text message to Pat Northey, Renee Tallevast had a family emergency and would not be able to make it here today.

**SEVAA - Elizabeth Gifford reported:**

- Up 7% year to date and doing really well.
- Just finished our Inaugural Beach Weeks, which we found to be a great success. In the preliminary stages of planning a Fall Beach Weeks.
- New tag line and logo “Pure and Real”.
- Really excited about Go Escapes published by USA Today, a full page ad that’s sold nationally everywhere USA Today is sold.
- Very excited to welcome Carl Watson the new Executive Director who plans to start August 1<sup>st</sup>.

Northey: We’ll invite Carl to our next meeting so we can meet him and he can meet everybody here. I’m just going to extend a challenge to the authorities countywide to help market Christmas events in Volusia County. I think it would send a nice message that Volusia County is a friendly county and we’re celebrating Christmas well.

**Old Business:**

Masiarczyk: I was going to bring up the Parking Garage Advertising Proposal that we already spoke about.

Northey: We’ll check that out.

**New Business:**

Northey: This board is scheduled to meet quarterly and I was thinking maybe every other month would be a good schedule instead of quarterly. Is everybody okay with that?

Baker: I would love to be able to get us to meet quarterly and then if we have projects that we really need to discuss, we could meet more often.

Northey: I think what I’d like to do until we get a little organized is to meet every other month.

Motion to approve made by Terry Roberts and seconded by Lori Campbell Baker.

**Public Participation:**

Hentz: Would like to find better ways to work together and some of the things we’re doing at the CVB is finding ways to better target and track what our sales team is doing. So we are revamping and putting in a new sales target program. Are there plans to do that here for the sales team at the Ocean Center? Are there plans with this new software to create some type of a tracking report so we know how we are pacing along?

Daniels: The software is going to give us unlimited ability to do the reports we haven’t done in the past so we’re definitely looking forward to that. It does custom reports, so I’ve asked for a custom pace report so we’ll be able to run those hopefully for our next meeting.

Poor: We had three software companies to choose from; one was in the ballpark of \$20K and we checked with some of the folks that were using that and no one was happy with it. The second choice was Ungerboeck which was \$59K and that’s the one we went with. The next system up that did pace reports and things of that capability cost between \$250-\$300K and we couldn’t afford that. We are having some question and answer periods with Ungerboeck so we don’t know what the full capabilities, referencing the pace reports, are at this point. We don’t have a definitive answer to the pace report at this time.

Daniels: They can do a custom report based upon what our needs are. The software is more of a tool for booking events and operations but we will get there. We are in discussion with them now and we are going to probably have to purchase another service agreement to get these custom reports done but we will get there.

Northey: And you had a question on sales targeting?

Poor: I would appreciate if you would share your program with us so that we could evaluate it. It’s hard for us to make a judgment call when it’s just brought to us first thing in the morning without any specifics of your plan.

**Public Participation cont'd:**

Jennie Mero: I am from West Volusia and I am here today because in June I mentioned to Jason Davis we have an opportunity to bring approximately 40-80K women and their families to Volusia County for over a 120 day period. The United States Bowling Congress Women's Championship is the world's largest annual participating sporting event for women. They would set up a bowling center within the Ocean Center. Most of the women who come bring their families and they stay between 4-7 days. A few benefits for the host community would include creating economic impact, temporary jobs in the community, great media exposure, helpful to local charities, etc. They are contracted with Las Vegas for twelve years and the next opening is in 2024. Don has confirmed we have the space.

Northey: So you've communicated with Mr. Poor?

Mero: He's requested an RFP. I am here to request your support.

Poor: Jennie did contact Jason Davis and Jason sent me a copy of that communication. I did personally contact the bowling folks and ask for an RFP and the next available date is 2024. I've spoken with their event planners and there are a number of requirements beyond just space available that are unusual about this event. It's booked for a period of 120 days and 30 days of that there are no people in the building but they have to have access to assemble those bowling lanes. Another cumbersome part of this is any business that we have during those months (February – July) would have to be bumped out. This is not a decision for me alone to make but I'm just telling you some of the nuisances of the event that, we as stakeholders in the community, will have to address.

Cheryl Adkins: City of Deltona Grants Coordinator. I actually moved here from the Keys in 2010 where the TDC gives brick and mortar grants for parks and museums and various organizations among Monroe County. I would like to read this to you. As the market and tourism picks up, we on the west side would hope that the TDC may think about helping the west side develop tourism interest there. I know in Deltona we have a Veteran's Museum that has outgrown its walls and is getting more and more displays donated by local deceased veteran families. The city, in conjunction with the county and the Audubon Society, has been working on developing an eco-tourism destination spot of bird watching, hiking and water trails, kayaking and canoeing. We are very excited to work and grow and hope as more bed tax money becomes available, the TDC would consider offering grants to assist in these and other tourist activities on the west side. Thank you!!

Northey: Thank you! You know we have Echo and we've talked about that and I know the city has applied for some Echo funding. As I'm sure you saw from the financials we are actually dipping into sales tax revenue so we don't have any extra revenue but as it turns around we can certainly review your concern and issues.

Masiarczyk: There was a change in legislature recently that did make it permissible for all TDC's in the state to use the bed tax dollars for that. I'd like to see this kept in everybody's mind because some of the things we talk about is that we've got to enhance all the millions we've spent on trails and the funding for that is really hard to come by in these economic times. So even if it's a very small amount, for about \$70-\$80K you can build a trail with restrooms, etc. and that gets people to come to Volusia County that wouldn't ordinarily come.

John Nicholson: Resident of 413 N. Grandview Ave. had several complaints, suggestions:

- Parking Garage security - supposed to put in cameras and the last thing I heard the cameras are not in yet.
- Beach Patrol used to patrol on a regular basis I've not seen them in several years.
- We've had a problem with skateboarders breaking into cars.
- Spoke about the need for a second parking garage and the absolute need for additional parking in this area.
- Complained about the drainage ditch in the front of the building – consider putting a plaza out in the front.
- Non-functioning elevator at the parking garage overpass – would like to see it fixed or removed.
- CVB is looking for a new place; my suggestion would be to put them in the parking garage on the first floor.
- The city outlook towards tourism – the city doesn't understand the concept of tourism on the beachside. Several city commissioners have said tourism is dead, we do have tourists and we have to cater to them and that is keeping up with the area. Would like to see the small area under the overpass landscaped and spruced up.

Baker: Can I just clarify, I think the security cameras are installed.

Poor: They are installed; we installed a number of new cameras several years ago. There are 72 cameras in operation between the Ocean Center and the Parking Garage.

Reader: The other clarification is on the security issue because I noticed that on the report, through March you've spent \$80K in security last year and you're already at \$99K this year so it looks like we've increased security.

Poor: We have 24 hour security of some type within the garage.

Northey: Let's get a security report for the next meeting.

Masiarczyk: Is the security visible?

Poor: There are two different types; patrol services are temporary employees that patrol during the day and then there are the Beach Patrol Officers who patrol at night and they move throughout the six floors and the perimeter of the lots.

Masiarczyk: Can you identify who they are?

Poor: Yes absolutely they all use golf carts and segways to get around. We also work closely with the DBPD on any potential concerns we need their cooperation on.

**Public Participation cont'd:**

Hughes: The cameras are functional, are they monitored? 24/7?

Poor: Yes, they are monitored throughout the day (8a-5p) and they are recorded 24/7.

Big John: Happy the security cameras were finally installed. Will we stay at \$1.3M?

Northey: I believe that's what has been budgeted and presented to the Council.

Big John: I really think this board should push the Council to audit the bed tax. A sizeable part of your budget comes from those collections.

Northey: There has been a lot of discussion at the Council level about that. We'll bring someone here next meeting so we can address this as well.

Big John: Would there be any chance the \$1.3M would be coming from somewhere else someday?

Northey: My goal as a Council Member is to eliminate that and get that back in the general fund for use in general fund revenue.

Big John: The south parking lot – Main Street is dying or already dead. Would it be possible to open the gate and let the merchants use that lot during the week when there isn't special events going on?

Poor: We've had a number of conversations over the last couple years in reference to that. Our last meeting included city officials, chamber of commerce members and some county and Ocean Center folks. The conclusion was the Ocean Center opens up these lots anytime there is an event in the area whether it's our event or not. We always open up the lots based upon what we think the impact will be for available parking. It was concluded that there is not enough demand during those off periods, because we already open those lots when off premises events are happening.

Big John: Question answered. Thank you very much. So there is some communication going on there. I was never able to get Frank Bruno to work on this but maybe you'll be more receptive – the deal with the movie theaters is antiquated and unfair to the rest of the vendors at the Ocean Walk Shoppes and it would really be good to think about changing that. It would bring more revenue to the Parking Garage and there should be some equality in payments from the other shop owners. I would hope that you and the other Board Members would advocate for more freedom for Don Poor. The last thing I want to talk about and it's obvious that it needs to be talked about because the relationship between the CVB and Ocean Center is still not perfect as we had a question in public that really should have been talked about on a daily basis in my opinion but the ad stinks and it's got to hurt the Ocean Center as bad as it hurts everybody else. Sean Belgrade is the only one that I have found that likes the ad "Seize Daytona".

Northey: I appreciate that and I know that the Chairman of the HAAA Board, Dan Francatti is sitting in the audience and has gotten an ear full.

Masiarczyk: I just want to echo that if there's anything that's ever been done in Volusia County that's drawn as much criticism; it has to be that ad. I've got a lot of people that just don't understand it. We're all in it together, and it's just not doing it for most people.

Reader: I think auditing of the bed taxes is very important. I believe we've talked about this at both the HAAA Board and the Hotel Motel Assn. and I believe both organizations sent letters to the County requesting that we reinstate that process and start to audit. I think the fact that hotels know that's not taking place further accelerates their validity to not comply. It's no secret that we're not doing it and so what you're going to find is the problem is going to get worse not better until we come back. I want to echo the support to make that happen.

DePeyster: Just to clarify, a couple of council meetings ago the CFO did bring some things forward. I do know they did a mailing to cast a net to see who would respond and they did get quite a few responses from those individuals who may not have realized that they're responsible for collecting the tax. I do know that we are working on auditing some of these and going back to an audit program. I don't have an update on that; I do know they are looking to contract that out. We don't have staff any longer, internally, that can do that, we just don't have the available time to do it. Probably by the next meeting we would have some results on the outcome of that audit plan.

Reader: I think we tend to talk about things with good intentions more often than we apply action to it and I guess just the sooner the better in terms of making that process happen vs. talking about it for the next six months.

Northey: I will raise before the Council that this is a concern of this Board.

Baker: Pat, is it still true that a percentage and a half of all bed taxes collected goes to the County for that auditing process?

Davis: Close to \$300K. Around January the HAAA Board requested Jeff Hentz write a letter to the County Manager regarding the bed tax. It was then brought forth at one of our meetings and at the request of the board, we sent a letter to the County Manager requesting that several of the executive board of the Hotel and Lodging get together with the County Manager and staff to address this issue and perhaps we as an industry could help collect more bed taxes and work out a conclusion. I received a letter back from the County Manager that we spent \$327K to collect \$127K.

Northey: I want to assure you this has been a topic of conversation at the Council level and we're all struggling with how do we get this done with the resources we have. I will take this back to the Council as a concern that has been expressed today.

**Public Participation cont'd:**

Hentz: Just for clarity, that meeting was held with CFO Charlene Weaver several weeks ago and there was actually a response that was shared with all of the CVB and HAAA Board Members to exactly what specifically the County is doing and I think the agreement was that more can be done but it needs to be a shared cooperation.

Northey: I'll make sure I connect with Charlene and get that information. I think that brings us to the end of this meeting. Are there any other items that this board would like to talk about it?

Masiarczyk: I was at an HOA meeting the other day and one of the complaints I heard, I don't know if this is County Council or TDC information but it affects TDC because people hear the beach safety information about riptides, jellyfish, etc. and it deters some of those people that were coming to the beach from not coming. There were suggestions that if there could be some alternative to the negativity about riptides, jellyfish (i.e., large inflatables on the beach) that may encourage people that otherwise wouldn't spend a weekend over here and Big John is asking for new ideas. That's something new and different and it's not a very expensive thing to do.

Northey: Would it be helpful to this board that we add a place in here that we invite somebody in to give us some information on tourism in general?

Reader: We are the Tourist Development Council, so maybe each meeting we have a different presenter present an idea that could help further develop tourism in the area.

Hughes: I think maybe Evelyn Fine could speak to us and really give us the information to head us in the right direction.

Northey: Would you be available to update us on tourism the next meeting?

Fine: Absolutely.

Northey: Great, we'll put you on the next agenda. We will also add to the next agenda security, bed tax audit and new idea items.

Meeting was adjourned at 10:45am.