

**Tourist Development Council Board Meeting
Minutes – September 9, 2014
Ocean Center Meeting Room 103ABC**

Call to Order:

Chair Pat Northey called the meeting to order at 9:02am and introduced and welcomed Costa Magoulas to the Tourist Development Council Board. Mr. Magoulas is the Dean of Hospitality and Culinary Management at Daytona State College, as well as a certified Executive Chef. Introductions were made.

Board Members Present:

Pat Northey, Chair
Lori Campbell-Baker
Tom Clapsaddle
Costa Magoulas
John Masiarczyk
Jason Reader
David Rijos
Kelly White

Board Members Absent:

Libby Gallant

Approval of Minutes of July 8, 2014:

Motion to accept the Minutes was made by John Masiarczyk and seconded by Jason Reader.

Shriners Update:

Mayor Harry Jennings – City of Daytona Beach Shores gave the Shriners Update.

- Shriners International will be holding their July 2017 & 2018 Conferences in Daytona Beach, FL.
- Mayor Jennings proceeded to give some background information on Shriners International. In 1870 two free Masons met at a bar in New York, Dr. Walter Fleming and Bill Florence who was an actor. Both felt that masonry was devoted not only to the building of character but very ritualistic. They felt the organization should devote itself to more fun & fellowship. Billy Florence attended a diplomatic reception in New York hosted by an Arabian Diplomat. These are the seeds of Shriners International, not only the fun and fellowship but also the near east theme with the rituals, emblems and fezzes.
- In 1910 it was decided they needed a charity, a hospital that was devoted to orthopedic care for children under the age of 18 and the care would be at no cost to the families. Right now Shriners International sponsors 22 hospitals in the US, 1 in Canada and 1 in Mexico. 1 million children have been cared for.
- They host an Imperial Session once a year and they usually go to larger cities.
- Back to back conferences have not occurred since the 1940's in Atlantic City, NJ.
- There will be 15,000 Shriners and their families in attendance.
- The Ocean Center will be the core of all of the activities. The host hotels will be the Wyndham, Hilton, the Plaza and thirty other hotels in the area will be used for overflow. They anticipate renting no less than 3,600 rooms, with a financial impact of \$7M-\$8M. It will also send a message to other large groups that the Daytona Beach area can host large conventions.
- Mark your calendars to attend the Shriners Parade, which is 2 hours in length.

David Rijos wanted to acknowledge the fact the Mayor Harry Jennings is very pro tourism.

Financial Report:

Donna DePeyster, Volusia County Accounting Director, reviewed the Quarterly Financial Report through June 30, 2014 (refer to Agenda Packet). We started the fiscal year with a beginning fund balance of \$4.2M. Resort tax is \$6.5M, which is significantly more than last year's \$5.8M. We have now surpassed 2006-07, which was right before the recession and it's climbing. Total revenues are at \$9.9M, operating expenses are \$3.6M, our debt service payments are satisfied for this fiscal year and our total remaining fund balance is \$4.8M. There is \$1.5M in the bond sinking fund to pay off future debt service amounts and \$3.2M is available in the Ocean Center operations account.

Garage Report:

Teresa Mitchell, Ocean Center Senior Accountant reviewed the Parking Garage Report (refer to Agenda Packet) through June 30, 2014. Revenues are at \$1.7M compared to \$1.6M for the same time period last year. Revenues are up due to increased business at the Ocean Center. Expenditures are at \$1M compared to \$1.2M from previous year. We had a big construction (elevators) expense last year that we don't have this year. We are looking at a cash flow of \$625K. The Parking Garage continues to do better than the same time last year. Don Poor wanted

Garage Report Cont'd:

to point out that the increase in revenue for the garage was also due to a great turnout from the Friends of the Bandshell events. The whole community together makes it work. The flat parking lot revenues are included.

Motion to accept the financial reports was made by Tom Clapsaddle and seconded by John Masiarczyk.

Marketing and Sales Report:

Angela Cameron-Daniels, Ocean Center Marketing Director presented the Marketing and Sales Report (refer to Agenda Packet).

- Contracted rental revenue to date is \$919K vs. \$887K for end of FY 12-13.
- 106 events vs. 98 last year, also included where we are with contracted events for future years
- 297 event days vs. 281 last year.
- Tentative rental revenue for 2015 is \$47,750 and 2016 is \$135,150. This is tentative revenue we have on the books to date.
- Since the last TDC meeting, we have gained in rental revenue for 2014, 2015 & 2016; we are lagging in 2017 and we did not show 2018.
- 17 site visits have been conducted since the last meeting. We usually follow up on site visits with a proposal and the group has a decision date. Our sales team follows up with them after the decision date and the information is entered into Ungerboeck.
- Angela reviewed the summer activity at the Ocean Center. BigStuf will not be returning because of their declining numbers. This event has been replaced with another youth conference requesting the same dates. The Bacon Beatdown was a new event that we are hoping to get back next year.
- We have one appointment show scheduled for the remaining year.
- The destination just attended Connect Marketplace, we hosted a FAM with our partners and did a great job. We had 15 planners attend that were really good planners. Hoping to see some good business from this FAM.
- Angela will start including the Google analytics in the recap of social media.
- Roseann Delpero, Ocean Center Marketing Specialist gave an update on the Pace Report. Changes made since the last meeting were based on the feedback we received. The top portion is the sales pace and that is the contracts received in a given month. We have the current year and the same time last year and the variances going forward. We added FY12 and that is pacing against FY13. We also added the market segment breakdown. Last meeting we had the events that were on the books from FY14-18, we have added the past years FY12 & 13. We have also added tentative events for future years.

Rijos: Would like to see more corporate and faith based business booked, concerned that in 2016 more hotel rooms will be on line and that the competition needs to be addressed now. Would like to see a Lost Business Report created. Would like to see events that book more hotel room nights. Northey: The goal of the Council is to make this a self sustaining building, we fill the other events when we are sure that we're not going to have an event that generates room nights. Poor: We have a booking policy in place and the larger the economic impact the further out we will book it, as we get closer to dates that we can't sell for room nights then we sell to local community events. The mission statement of the Ocean Center is: #1) Create economic impact #2) Improve the quality of life and have events within the community that you would not otherwise be able to have without a facility like this 3#) Operate as efficiently as possible and #4) We want everyone who comes into the building to have a positive experience. Reader: Orlando is also behind in 2016 – citywides are down – need to keep an eye on 2016. This Pace Report is great, I think we need the actuals but also when you are looking at these past years we should have a snapshot of where we're at this exact time then that gives us the opportunity to really look and see what the pace is moving forward. Daniels: Unfortunately, we didn't have the software so going back past years will be a challenge. Moving forward we should be able to accomplish this request.

Ocean Center Status Report:

Don Poor, Ocean Center Director presented the Ocean Center Status Report. Don requested Bob Davis and/or Jason Reader speak to the group about the local organizing committee for USA G.

- Bob Davis reported he will be meeting with Steve Penny (President for USA Gymnastics) for breakfast on 9/10. Planning on 15,000 room nights. Approached Volusia County Schools to get involved with ticket sales. Also have 5 colleges involved with their PE Departments. We have bus transportation for them. This is the Olympics for Europe and will be a nationally televised event on NBC.
- Jason Reader reported it's the World Championships for Trampoline & Tumbling and is a world event. Dates of event are November 1-17 (which includes practice dates as well as competition dates). It's a huge event and the way we support this as a community is vital.
- Don reported that another event we did this past summer was New Spring Church and we reached a real milestone where as we fed 4,100 people 4 days in a row over 17,000 meals.

Ocean Center Status Report Cont'd:

Baker: We had talked at the last meeting about putting in a bid with the opportunity fund on a multi-year event, how'd that go? Poor: The last word I heard was that we did not make the final list; the two final cities were Tampa and Cleveland.

Tourism Update:

Evelyn Fine, Mid Florida Marketing & Research, Inc. is on vacation and will not be presenting at this meeting. Her June 2014 Occupancy & Average Daily Rate Report has been included in the Agenda Packet.

Update from Partners:

Southeast Volusia Advertising Authority – Carl Watson reported:

- Refer to SVAA Report in TDC Agenda Packet.

West Volusia Tourism Advertising Authority – Renee Tallevast reported:

- Refer to WVTAA Report in TDC Agenda Packet.

Destination Marketing Organization (DBACVB) – Tom Caradonio reported:

- Refer to the HAAA Update in TDC Agenda Packet
- New Finance Director, Bobbie Euler started yesterday. Bobbie comes from the banking industry but she has a government side where she did all the SEC compliance in her bank.

Hotel & Lodging Association – Bob Davis Reported:

- Spoke to Evelyn Fine in France on vacation and they both agree that the numbers continue to go up.
- The Employee Hospitality Luncheon is tomorrow (9/10), where dishwashers, desk clerks, bellman, etc. are honored. Mori Hosseini will be the guest speaker, Pat Northey will be attending as well as Senator Dorothy Hukill.
- Bob Davis will be dancing at the News Journal for the Children of Arts Culture of the Board of Education of Volusia County, and will be doing the waltz, swing and the Brooklyn Boogalo.

Old Business:

No old business.

New Business:

No new business.

Public Participation:

- Big John thought there would be something scheduled for today's meeting about the east end of ISB.
- Chair Northey scheduled Harry Jennings with the Shriners for this meeting. Chair Northey clarified that she thought John was talking about the ISB Coalition, not cleaning up the east end of ISB. Not even sure who to bring in and does not plan to have a workshop on that subject. Chair Northey will think about how we could do that here.
- Next meeting is Tuesday, November 11th at 9am.

Motion to adjourn was made by John Masiarczyk and seconded by Tom Clappsaddle. Meeting was adjourned at 10:20am.