

**Tourist Development Council Board Meeting**  
**Minutes – January 12, 2016**  
**Ocean Center Meeting Room 103ABC**

**Call to Order:**

Chair Jason Davis called the meeting to order at 9:00a.

**Board Members Present:**

Jason Davis, Chair  
Lori Campbell-Baker  
Tom Clapsaddle  
Libby Gallant  
Costa Magoulas  
John Masiarczyk  
Kelly White  
Ted Yeatts

**Board Members Absent:**

Sharon Hughes

**Approval of Minutes of September 8, 2015:**

Motion to accept the Minutes was made by John Masiarczyk and seconded by Kelly White.

**Financial Report:**

Donna DePeyster, Volusia County CFO Deputy County Manager, reviewed the Quarterly Financial Report through September 30, 2015, which is the end of the fiscal year (refer to Agenda Packet). The report is unaudited because the audit is currently under way. An interim report for October 31, 2015 has also been included just as a comparison. \$9.6M has been collected in resort tax as of 9/30/15. This is the highest we've had since the inception of the tax, up by over \$1M from last year. Total revenue is \$12.6M; operating expenditures are \$5.3M; debt service payments of \$4M; total non operating expenditures of \$5.2M with an ending fund balance of \$7.8M of which \$2.7M has been set aside for future debt service payments in December and June.

Campbell-Baker: When are we scheduled to pay off the refinancing of the debt? DePeyster: 2024

Big John: Is there any tax payer contribution this year? DePeyster: There is no sales tax distribution this year, last year we cut it in half (\$800K) and ended up only contributing \$400K.

Motion to accept the report was made by John Masiarczyk and seconded by Lori Campbell-Baker.

**Marketing and Sales Report:**

Angela Cameron-Daniels, Ocean Center Marketing Director presented the Marketing and Sales Report from October – December, 2015 (refer to Agenda Packet – Power point presentation available upon request).

- Ocean Center has a new logo and a new look thanks to Mike Jiloty.
- Review of site visits, proposals, lease agreements received, first time events booked and travel in the various segments (i.e., SMERF, Sports/Competitive Arts, Associations, Catering, etc.). Davis: What does USSSA stand for? Buckley: United States Specialty Sports Association.
- Sales Department has done a great job this quarter! 39 contracts either returned or sent out, 1,197 prospecting e-mails and 704 prospecting calls made during this time.
- Roseann Delpero, Ocean Center Marketing Specialist, gave the Sales/Pace Report. 50% ahead in contracts and 53% ahead in revenue from this same time last year. FY 2016 = 68 events on the books with an estimated \$844,900 in rental revenue.
- Review of Media Plan.
- Looking at dates that are available in 2016/17 and sending out incentive e-mails and direct mail pieces to give those first time clients a reason to book. We're either offering them a discount, a free move-in, free Wi-Fi or informing them of the promotional fund in an effort to fill the available dates.
- Review of Social Media.
- A big component in making everything come together is not only the Sales Team but the Event Coordinators who actually make the events happen. Angela thanked her team for all of their hard work.

Campbell-Baker: Sales materials are beautiful. Davis: Is the calendar of events posted on website? Where can we find this information? Daniels: Website, E-blasts, Community Information does an E-Vents e-mail blast every two weeks and we send the information to Bob Davis and he sends it to his list. We do a great job getting the

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

information out to people. Poor: We also have 3 systems inside and outside the building; main marquee outside, Janus System which is on every room within the facility plus some main boards as well and another digital system we use inside the building that lists the upcoming events.

Motion to accept the report was made by Costa Magoulas and seconded by Kelly White.

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

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

- The welcoming of Jet Blue, both at the Speedway and at the Airport, was one of the most fabulous events this community has ever had. The entire community came together to make us a spot on the map with Jet Blue. Out of 93 new openings, Jet Blue said Daytona Beach was the best they have ever had and it just spoke so well of the community and I think we should all be very proud of that presentation. Davis: We had over 600 people for that event at the DBIA.

### **Tourism Update:**

Evelyn Fine, Mid Florida Marketing & Research, Inc. presented an overall review of what's happening with tourism in Volusia County. The October and November 2015 Occupancy & Average Daily Rate Report has been included in the Agenda Packet. Evelyn briefly reviewed the November Report.

- We've had a great year! More people are coming to our county and they are spending more money in the hotel rooms – a combination you really can't beat
- Occupancy countywide has increased by 10%
- Average daily rate increased by 7%
- November was an excellent month due to Thanksgiving and the car events. In October we had a new gaming event which continues to be a growing event and we're watching that very carefully
- Revenue per Available Room (REV Par) increased by 19%
- Largest occupancy by sector was in the Airport/Speedway district
- Largest average daily rate was in Southeast Volusia

Campbell-Baker: Was the gaming event held at the Ocean Center? How big was it? Daniels: 2050 was here at the end of October and there were a couple thousand attendees. Fine: The properties that did host those gamers had a fairly substantial 50-60% occupancy. It did have an impact on the host properties.

Motion to accept the report was made by Kelly White and seconded by Tom Clapsaddle.

### **Update from Partners:**

#### **Lodging and Hospitality Association – Bob Davis reported:**

- No longer the Hotel & Lodging Association. As of December 1<sup>st</sup>, we officially changed our name to Lodging & Hospitality Association, which encompasses all of the restaurants and amusements throughout Volusia County.
- One of the greatest days in Volusia County was the advent of Jet Blue.
- Looking forward to a great season coming up, and I project another 6% increase.

#### **Southeast Volusia Advertising Authority – Debbie Miehl reported:**

- TDT collections for FY16 is up 13.78%
- Year to date occupancy is up 56% over 2014
- Average daily rate is \$112; Revenue per Available Room is \$62 for November 2015
- Walk-in's to the Visitors Center are 7% down
- Looking forward to having a really robust Social Media Campaign
- Need to fill the Monday through Thursday room nights for the hotels, restaurants, attractions, etc.
- Working with Visit Florida to become a certified Travel Information Center
- Working on the accreditation program through Destination Marketing Association International. They have a DMAP Protocol, it's a protocol that covers every aspect of a destination marketing association
- Working on revised logo & media plan
- Conducting interviews this week for several positions, hope to have a full staff within a month
- Ranked #2 on tripping.com

**Southeast Volusia Advertising Authority – Debbie Miehls reported Cont’d:**

Davis: What’s wrong with the old logo? Miehls: Maybe nothing, we want to look at it and make sure it’s the right logo. Just testing it in focus groups to make sure it’s appealing to the visitor.

**Destination Marketing Organization (DBACVB) – Shawn Abatessa reported:**

- Refer to the HAAA Update in TDC Agenda Packet
- FY15 vs. FY14 was an 11% increase in bed tax collections
- 11% increase in bed tax collections for the month of October
- 21% increase in November
- Jet Blue began service on January 7, 2016. Worked very closely with the County, DBIA and the Jet Blue folks to launch the campaigns both in Daytona Beach and the JFK area.
- Met with the folks from the Reno Air Show to talk about bringing their event to Daytona Beach
- Worked with the American Cup Golf Event. As a Florida sponsor with Visit Florida we are trying to increase golf program and markets.
- Just had their annual audit done by James Moore, only took them 4 days
- Roxanne Olson on world wind road tour for consumer shows

Campbell-Baker: Jet Blue came to us and said we really want to promote this Daytona Beach destination. We’re going to be doing a countywide FAM w/Jet Blue right after Bike Week. They have given us up to 10 seats to bring folks in for that. We will be working with the other two advertising authorities on this FAM, as well as our usual countywide Spring Media FAM. Also, two of the big things getting picked up right now are Daytona Rising and the 75<sup>th</sup> annual Bike Week. Poor: All three of the advertising authorities worked very hard on Jet Blue in helping to fund that. Abatessa: All three advertising authorities contributed funds based on their budget, plus all three of us helped in the creation of the ads.

**West Volusia Tourism Advertising Authority – No Report Given**

- Refer to the West Volusia Tourism Advertising Authority Update in TDC Agenda Packet

Bob Davis: Jet Blue & Showtime have joined this community in my golf tournament a week from this Saturday. Both of them came up with \$5K for the advancement of scholarships for Bethune-Cookman University and Daytona State College in Culinary and Hospitality. Nick Conte at the DeLand Airport is bringing a major air show to DeLand the last weekend of Bike Week and it’s for handicapped veterans.

**Daytona Beach International Airport – Jay Cassens, Director of Business Development DBIA reported:**

- Thanked everyone who came out to the Jet Blue event. Getting Jet Blue was really due to a community team effort.
- Hopefully we can do something similar like this with the marketing contributions that were made by the advertising authority for future air carriers that we’re pursuing.
- Meeting with 5-7 air carriers in February about new service here, one of those that has real potential is United Airlines to Newark, NJ.
- With Jet Blue, once they can prove themselves and get established, we’re hoping they can add Boston in the future as well.
- In November our numbers were up 5%. Year over year we are flat 627K passengers annually. We expect the capacity to increase obviously with the addition of Jet Blue. The other air carriers are increasing their capacity slightly by 1-2%.
- One of the things we had in December was a TSA pre-check enrollment event. We had almost 1,300ppl over a 2 week period (extended from 1 week). They said that was the second largest enrollment event they ever had in the State of Florida for a one week period. They are talking about bringing an enrollment center here full time.

Davis: Since we last met, the VCSO set up a motorcycle rodeo at Rossmeier’s Destination Daytona. They packed the house and it was an outstanding event. When I found out about it, four days prior to the event, I informed the Major that we have advertising authorities that can get the word out. I would like to see our advertising authorities reach out to the VCSO and get the word out about this event.

Motion to accept the reports was made by John Masiarczyk and seconded by Costa Magoulas.

**Old Business:**

- Lori Campbell Baker brought up that she & Shawn were at the Florida Governor's Conference on Tourism where they made a bold statement that said that Air B&B is the largest hotelier in the world and does not own one bricks & mortar structure. As of December 1<sup>st</sup>, Air B&B has agreed to charge and remit sales and bed tax. I assume that will affect the Ocean Center, Advertising Authorities and V.C. Government in a very positive way, I just don't know how we are making that happen? DePeyster: We're going to be working with the State because they are going to have to register them for sales tax. My staff is pursuing that.
- Dave Byron thanked everyone for the support they received on the Jet Blue Service. During the day Jet Blue arrived, the County Council renamed the two meeting rooms on the second floor at the airport after our late Airport Director, Dennis McGee. The Volusia Rooms are gone and now will be the Dennis McGee Rooms at the DBIA. The Daytona Beach Half Marathon is February 7<sup>th</sup> with 1,600 ppl registered and thirty days to go. Target is 2,500 runners and we expect to meet that goal.

**New Business:**

- Angela Daniels reminded everyone that Dave Byron would be retiring and will not be at next meeting. Angela thanked Dave for everything he's done and the support he's given the Ocean Center.
- Chair Davis welcomed Ted Yeatts to the TDC Board. Ted thanked everyone for the warm welcome saying he moved over from the Orlando area in July to manage the Plaza Resort & Spa.
- John Masiarczyk brought up the homeless problem and there was some discussion regarding the problem we're having in Daytona Beach. Doesn't think we should commit to a dollar level, however when a solution is worked out he thinks we should partner in a way that maybe includes the private sector. He would like to see the TDC come out as an organization and pledge support, in a voice, when they finalize whatever approach they're going to move forward with. Chair Davis commented though we can't pledge money, we can pledge support and a voice.

**Public Participation:**

- Big John comments: A certain amount of money was collected in bed tax; they paid a little bit more than what was collected however that money should keep coming in regularly. Dave Byron did a really good job on the Dennis McGee Room; we wouldn't have Jet Blue if it wasn't for Dennis McGee. Big mentioned the fact that there was no representation from the News Journal. Don Poor and Angela Daniels are doing a really good job considering the environment the Ocean Center's in, and finally John Masiarczyk brought up a good point with the homeless issue.
- Don Poor wanted to let everyone know that Big John was the principal speaker at Dennis McGee's Memorial Service and he did a fantastic job.
- Bob Davis commented that with the increase of tourism, taxes and occupancy, there is a major hardship with employees getting to work on Thanksgiving, Christmas and New Year's because there is no Votran bus service available. Jason Davis directed Bob to discuss the problem with Steve Sherrer, Votran's General Manager.

Motion to accept the reports was made by John Masiarczyk and seconded by Costa Magoulas.

Meeting was adjourned at 10:12a. The tentative date for the next TDC Meeting will be Tuesday, April 12, 2015 @ 9a.