

The quarterly Tourist Development Council Board Meeting met February 13, 2020 at 9:00am in the Ocean Center Meeting Room 103ABC, the Chair and the Secretary being present.

**Call to Order:**

Chair Billie Wheeler called the meeting to order.  
Roll call was taken.

**Board Members Present:**

Billie Wheeler, Chair  
Robert Burnett  
Lori Campbell-Baker  
Libby Gallant  
Jim Berkley  
Tom Clapsaddle

**Board Members Absent:**

Costa Magoulas  
Chris Nabicht - Resigned  
Ruth Trager

**Approval of Minutes of October 25, 2019:**

Minutes were approved without objection.

**Financial Report:**

Ryan Ossowski, Volusia County Chief Financial Officer, reviewed the Quarterly Financial Reports. The Agenda Packet included the Financial Statements for September, October and November 2019. The resort tax ended the year at \$1.8M, which is about a \$900K increase over the prior year. For the November 30<sup>th</sup> statements, the revenues are in line with the prior year. Ryan introduced Joanne Drury, Volusia County Accounting Director. The financial report will be filed for audit.

**Short Term Rentals Update:**

Clay Ervin, Volusia County Growth and Resource Management Director reported (Power point presentation available upon request). There was then a question and answer session.

**Marketing and Sales Report:**

Tim Riddle, Ocean Center Deputy Director presented the Marketing and Sales Report for the 1<sup>st</sup> quarter October-December 2019 (Power point presentation available upon request).

**Ocean Center Status Report:**

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

- At the State of the County Address, Ed Kelley said we are doing a great job over here and we are staying booked. We normally book the State of the County in January and there was nothing available at that time.
- The Ocean Center received a Stella Award, which is honoring excellence in the meeting industry by Meetings & Conventions Magazine

**Tourism Update:**

Evelyn Fine, Mid Florida Marketing & Research, Inc. was not in attendance. Refer to September through November 2019 Occupancy & Average Daily Rate Reports in the TDC Agenda Packet.

**Update from Partners:**

**Lodging & Hospitality Association of Volusia County – Bob Davis reported.**

- Seems to be inquiries about the PR at the Ocean Center and how we are getting the word out.
- As far as the industry is concerned, we had a flat weekend last weekend.
- Affordable housing is a major issue for everyone sitting around the table.

**Daytona Beach Area Convention & Visitors Bureau – Kate Holcomb reported.**

- Refer to the HAAA Update in TDC Agenda Packet. The Workshop regarding the DBACVB's Marketing Firm is Wednesday, 2/19 @ 2p at the Residence Inn by Marriott. There will also be a Budgeting Workshop in June.

**Southeast Volusia Advertising Authority – Debbie Meihls reported.**

- Refer to the SEVAA Update in TDC Agenda Packet. Visit Florida's 8 year renewal is extremely important to our three Advertising Authorities.

**West Volusia Tourism Advertising Authority – Georgia Turner reported.**

- Refer to the West Volusia Tourism Advertising Authority Update in TDC Agenda Packet. Georgia echoed what Debbie said about how very important Visit Florida is to the industry. Also very concerning is the expanded use of the Tourist Development Tax. The TDT and the Convention Development Tax are being targeted to be used for other things. Chair Wheeler passed all of the information sent to her by Georgia to the staff. John Booker contacted Chair Wheeler and said there is nothing out there yet, it was brought up in a workshop but we have to continue to watch it.

**Daytona Beach International Airport:**

Joanne Magley, Director of Marketing & Customer Experience reported. (Power point presentation available upon request). The Cell Phone Lot opened a couple of weeks ago and the water feature is nearing completion. Partners are always welcome to come to DBIA and welcome groups that are coming in.

**New Business**

- Expanded Tourist Development Tax issue. Charles Hargrove reported there is supposed to be a report that comes out next week, it's at the House Ways and Means Committee and has to make its way to the Senate and it may look entirely different; if it even makes it that far.

**Public Comments**

- Big John

Meeting was adjourned at 10:35am.

Sharon Angelastri, Secretary