

The quarterly Tourist Development Council Board Meeting met April 21, 2017 at 9:02 am in the Ocean Center Meeting Room 101ABC, the Chair and the Secretary being present.

**Call to Order:**

Chair Pat Patterson called the meeting to order.

Roll call was taken.

**Board Members Present:**

Pat Patterson, Chair  
Lori Campbell-Baker  
Tom Clapsaddle  
Libby Gallant  
Ginny Beth Joiner  
Costa Magoulas  
John Masiarczyk  
Ted Yeatts

**Board Members Absent:**

Kelly White

**Approval of Minutes of July 12, 2016:**

Minutes were approved without objection.

**Sunshine Law & Ethics Presentation:**

J. Giffen Chumley, Volusia County Assistant County Attorney gave a presentation on Florida's Government in the Sunshine & Ethics Laws. This presentation is available upon request.

**Financial Report:**

Ryan Ossowski, Volusia County Accounting Director, reviewed the Quarterly Financial Report through February, 2017 (refer to Agenda Packet, which also includes the quarterly reports for June, September & December). The financial report will be filed for audit and come back to us for final approval after the audit has been completed.

**Marketing and Sales Report:**

Angela Cameron-Daniels, Ocean Center Marketing Director presented the Marketing and Sales Report for the 1st two quarters October 2016-March 2017 (Power point presentation available upon request).

**Ocean Center Status Report:**

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

- Congratulated Tim Buckley on his CME Certification
- In the process of installing a cellular phone enhancement system which should be completed within the next month.

**Tourism Update:**

Evelyn Fine, Mid Florida Marketing & Research, Inc. presented the Tourism Update. The December 2016 through February 2017 Occupancy & Average Daily Rate Reports have been included in the Agenda Packet and available upon request.

**Update from Partners:**

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

- Nothing to report.

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

- Refer to the HAAA Update in TDC Agenda Packet. Additional information includes:
- Celebrating National Tourism Week on May 10<sup>th</sup> at the Lodging & Hospitality Association's Meeting
- Brought copies of Spring/Summer Newsletter, also available electronically on their website
- New rack card available going in the Orlando display racks and two service plazas on the turnpike.

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

- Refer to the SEVAA Update in TDC Agenda Packet
- 6.3% up from October 1
- Social media doing well
- Rec'd film permit to film docu-reality show on the Lady Birds from University of Louisville here for the NCA event.

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

- Refer to the West Volusia Tourism Advertising Authority Update in TDC Agenda Packet
- Hiring new Marketing Coordinator
- New attraction in West Volusia – Orange City Racing and Card Club
- 4 new videos
- Courtyard by Marriott should be opening October/November

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

- Working on joint newsletter with Ocean Center and DBIA
- 2016 was a record year for DBIA
- Twelve flights canceled with Delta in the month of April due to hectic weather around the U.S.
- Overall revenues are up in all categories (rental cars, concessions, etc.)
- Jet Blue made increases in their load factor – numbers are up from last year, March being their best month at over 90% load factor.
- The first annual Community Appreciation Day will be held on Saturday, 4/22/17 @ 10am-Noon.

**New Business:**

No New Business

**Public Participation:**

Big John

Meeting was adjourned at 9:59am.

Sharon Angelastri, Secretary