

The quarterly Tourist Development Council Board Meeting met April 26, 2019 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
Lori Campbell-Baker
Libby Gallant
Ginny Beth Joiner
Tom Clapsaddle

Board Members Absent:

Costa Magoulas
Chris Nabicht
Jim Berkley

Approval of Minutes of January 28, 2019:

Minutes were approved without objection.

Financial Report:

Ryan Ossowski, Volusia County Accounting Director, reviewed the Quarterly Financial Report through December 31, 2018, these are based on unaudited numbers. The fiscal year to date looks like there's a negative ending fund balance but that is due to the annual nature of the budget and the timing of some of the transfers. The resort tax is \$60K higher than this time last year. The financial report will be filed for audit.

Marketing and Sales Report:

Tim Riddle, Ocean Center Deputy Director presented the Marketing and Sales Report for the 2nd quarter January-March 2019 (Power point presentation available upon request).

Ocean Center Status Report:

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

- One of the goals of the NAIGC (Gymnastics) National Championships (4/10-14/19) was to surpass the Guinness Book of World Records on back flips. The world record was 250 back flips at one time and they broke that record by 435.
- Don went over the upcoming May events.

Tourism Update:

Evelyn Fine, Mid Florida Marketing & Research, Inc. was not in attendance. Refer to December 2018 through February 2019 Occupancy & Average Daily Rate Reports in the TDC Agenda Packet.

Update from Partners:

Lodging & Hospitality Association of Volusia County – Bob Davis was not in attendance.

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

- Refer to the HAAA Update in TDC Agenda Packet

Southeast Volusia Advertising Authority – Debbie Meihls reported.

- Refer to the SEVAA Update in TDC Agenda Packet

West Volusia Tourism Advertising Authority – Georgia Turner was not in attendance.

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

Daytona Beach International Airport – Jay Cassens reported.

- Renovations will be starting in June. The renderings are laid out in the concourse.
- The Cell Phone Lot will be completely renovated.
- March was up by 3 ½% even after losing Jet Blue which was 12% of the market share. The addition of Silver and Sunwing Airlines helps.
- The 3rd Annual Community Appreciation Day will be held on Sat., 4/27 from 10a-2p.
- American Airlines has added a new flight to LaGuardia, which begins on May 4.
- Sunwing has reported that out of all the markets they have, Daytona Beach has the highest percentage of hotel packages sold per airline ticket.
- Silver is about 60% full (Monday-Friday), just getting the marketing started.
- The airport relies heavily on Visit Florida for marketing and co-op opportunities.

New Business

No New Business

Public Comments

- Big John

Meeting was adjourned at 10:03am.

Sharon Angelastri, Secretary