

Tourist Development Council Board Meeting
Minutes – July 12, 2016
Ocean Center Meeting Room 203ABC

Call to Order:

Chair Jason Davis called the meeting to order at 9:04a. Roll call was taken.

Board Members Present:

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

Board Members Absent:

Kelly White

Approval of Minutes of April 12, 2016:

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

Financial Report:

Ryan Ossowski, Volusia County Accounting Director, reviewed the Quarterly Financial Report through April 30, 2016 (refer to Agenda Packet). The resort tax collections are still looking good. We are able to estimate collections through the end of the year at \$10.6M, which is approximately \$660K higher than the budget is. The Budget Department has presented the 2016-17 preliminary budget numbers and that includes \$11.2M in resort tax. Operating expenditures appear to be in line and the fund balance looks healthy.

Motion to accept the Financial Report was made by Ted Yeatts and seconded by Libby Gallant.

Marketing and Sales Report:

Angela Cameron-Daniels, Ocean Center Marketing Director presented the Marketing and Sales Report for the 3rd Quarter from April-June, 2016 (Power point presentation available upon request).

- Executed twenty seven (27) events in this quarter.
- The National Cheerleaders Association (NCA), the Daytona Beach Area CVB and the Ocean Center met to discuss looking at different ways that we can enhance exposure throughout the City with NCA, who have been bringing their event to the Ocean Center and Daytona Beach for twenty years.
- Review of events held in 3rd Quarter. Some highlights include; Florida School Nutrition Association held their event here several years ago and just came back again this year. There were approximately 41K attendees at this year's college and high school graduations. Florida Trucking Association is a new event scheduled to return again in 2017. They loved our staff and building! They have been in Tampa for many years and she called and is ready to do a lease for 2018. Don Poor added that in May we hosted the News Journal's Best of Preps Awards Banquet that honored high school athletes in Volusia-Flagler. It was a sit down dinner and we sold out the arena with 1,600 ppl. They are planning to come back again next year.
- Completed a Familiarization Tour with a group of great meeting planners, June 2-5, 2016. We are working on several pieces of business from these planners.
- The Ocean Center is joining up with the DBIA to start sending out a quarterly newsletter to showcase things that are going on in the area.
- Five of our staff members attended the 2016 Shriners Imperial Session in Tampa. Our booth was extremely busy. Lori Campbell-Baker added that there was a lot of energy and a lot of people committing to coming to Daytona Beach in 2017 & 2018.
- We have added the Ocean Center Meeting Planners Guide to our website. We will also be revamping our website within the next few months.
- Introduced Dayna Ulmer; Ocean Center Staff Assistant II and Shelly Szafraniec; Community Information. Both Dayna and Shelley have been working very actively on the Ocean Center Social Media. Social Media: Twitter followers were 3,053; Website 28,835 sessions, 107,879 page views and 77.4% new users.

Marketing and Sales Report Cont'd:

- Review of site visits, proposals, signed lease agreements received, first time events booked and travel in the various segments (i.e., SMERF, Sports/Competitive Arts, Associations, Catering, etc.). Patrick Blankenship is our new Sales Manager hired in April, who is currently attending FSAE.
- Pace Report Summary for this quarter is: 2015 contracts returned = 117 vs. 89 returned to date; 2015 definite events = 113 vs. current year definite events to date = 101; current tentative events to date = 7 and last year's definite rental revenue was \$955K vs. \$992K for this year to date.

Motion to accept the Marketing and Sales Report was made by Costa Magoulas and seconded by Tom Clapsaddle.

Ocean Center Status Report:

No report given.

Tourism Update:

Evelyn Fine, Mid Florida Marketing & Research, Inc. was out of town for this meeting. The March, April and May Occupancy & Average Daily Rate Reports are available upon request.

Update from Partners:

Lodging and Hospitality Association of Volusia County – Bob Davis reported:

- Doing very well, numbers are increasing.
- We expect a great summer. We are pushing some of our advertising to the algae beaches that are turning people away from Florida. We concentrated on stealing some of their clients and maybe keeping them for a long time.
- From the Board of Directors and the Lodging and Hospitality Association, we welcome Lori Campbell-Baker as the new Executive Director of the Daytona Beach Area CVB.

West Volusia Tourism Advertising Authority – Renee Tallevast reported:

- Refer to the West Volusia Tourism Advertising Authority Update in TDC Agenda Packet
- Dena who does our social media has really been working on bumping up our twitter numbers and participation in our twitter parties and bringing attention to our 5 days of fun.
- Thanked Chef Costa (Magoulas) for stepping in and cutting and delivering all of the cheese for the Florida Cheese Festival.

Motion to accept the WVTAA Report was made by Lori Campbell-Baker and seconded by Costa Magoulas.

Destination Marketing Organization (DBACVB) – Lori Campbell-Baker reported:

- Refer to the HAAA Update in TDC Agenda Packet
- Working with Debbie and Renee on a September Media FAM. There are 6-7 qualified journalists lined up and will be all over the county seeing great things.
- Communications is the key right now and we are putting together the marketing plan and budget to get ready to go before the County Council.
- We've just launched an E-newsletter called Tourism Today. If you did not get the June/July edition of this newsletter and you would like to receive it, just e-mail me at lcb@daytonabeach.com. It's a tourism and community update of what the CVB is doing and getting the message out about the destination.

Motion to accept the DBACVB Report was made by Tom Clapsaddle and seconded by Libby Gallant.

Southeast Volusia Advertising Authority – Debbie Miehl reported:

- Refer to the HAAA Update in TDC Agenda Packet
- Numbers in April were down a little primarily due to Easter.
- New Smyrna graced the cover of Garden & Gun Magazine's June/July issue. The issue was about traveling on the road less traveled and finding these jewels along the Florida coast.

Southeast Volusia Advertising Authority Cont'd

- In the June issue of Coastal Living and in the July issue as well. Will also be in the August issue of Southern Living. We're in the .coms of both of those publications, as well as Expedia, Trip Advisor, Orlando Sentinel and Orlando My Way.
- We are really trying to push the marketing funds out of the region so we can start getting into our top feeder market and to fill the Monday-Thursday pattern.
- Website doing very well.

Chair Davis asked if there was a website – that included all of Volusia County – that a visitor could go to and see a calendar of events for everyone. Lori Campbell-Baker informed the group that the Daytona Beach News Journal has a comprehensive calendar and each of the tourism authorities try to put their calendars together as well. Each of our websites includes links to the others. Bob Davis also commented that the Lodging and Hospitality Association of Volusia has included, on their brand new website, not only the three advertising agencies, but all things cultural and the DBIA, so we're all part of the big package.

Old Business:

No Old Business

New Business:

No New Business

Public Participation:

- Big John wanted an update on how the Ocean Center is doing on getting better connectivity in the building. Don Poor explained that we entered into an agreement with American Tower about a year ago and they pay us a monthly fee to provide additional telephone service from various carriers. They had an agreement with AT&T and AT&T backed out of the agreement so they are now seeking new folks to take over that service.
- Big John requested information on upcoming events. Angela Daniels answered that press releases are sent out on upcoming events from our Community Information Department.
- Chair Davis requested that DBIA be included in reports under "Updates from Partners". Chair Davis then requested an update from the DBIA.

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

- Airport is doing very well with the start of Jet Blue in January. We've had seven consecutive months of passenger traffic increases. For the last five months, we've had double digit increases. In the month of March we were over 70K passengers, which is the first time since 2008.
- We've actually seen Delta and American both at capacity in July and August. Even with the start of Jet Blue it hasn't impacted their operations at all.
- Jet Blue has been going pretty strong; their Vice President has told us it's actually exceeding expectations right now. On average they've been about 85% load factor. June and January are some of the slower travel months of the year for us.
- The County Council just approved the Air Service Incentive Package to try and get additional air service at the airport.
- We just had the Pre-Check Enrollment Center open up two weeks ago and it's been very popular. We are the fifth airport in the state to have this center and probably the smallest airport in the country. That took a lot of hard work and dedication to get this here and we're excited about it.

Sharon Hughes, commented that the new signage looked great at the airport and they did a really good job.

Jay Cassens, said it was a new program they started about six months ago and worked closely with Clear Channel. He really got them involved in the community and brought them a lot of strong leads, which really got them excited and on board with making the airport and advertising campaign as good as it can be.

Chair Davis, commented that his goal is to have to build a bigger airport and it looks like we are on our way. These are great numbers and I'm glad to have been here to bring Jet Blue right down to the tarmac.

Bob Davis, one of the suggestions I made years ago to an Airport Advertising Committee was that we don't theme the airport enough. We need to tell the visitors who come off the planes about the various activities in the county.

Lori Campbell-Baker, we do have the Information Center and the Airport Ambassadors Program is very strong. Lori complimented Jay on a really great presentation to the Daytona Beach Rotary Club, which included more information than they had time for.

Public Participation Cont'd:

Jay Cassens, the success of the airport is driven by the community support. Some comments on what Bob suggested; there are opportunities out there. We welcome anyone who has any kind of event to bring out your banners for the weekend - it's free to take advantage of. We also welcome volunteers from the CVB's to work the information booth. We can do some training for the Ambassador's so they know the events. If you give us the calendar of events, we can give that to the Ambassador's so they know what's going on in the county. Tomorrow, we have an Ambassador's Customer Service Training Program and this can be one of the things we bring up. Not only just pointing people in a direction but interacting with them and letting them know what's going on in the community. There's also an opportunity with Clear Channel; when you exit out the concourse, we've just installed a 7' LCD video board and there's opportunities for the CVB's to buy space and we are able to switch out advertisements instantaneously.

John Masiarczyk, add "Visitor's" to the wording on the Information Center (i.e., Visitor's Information Center).

Meeting was adjourned at 9:51a. The tentative date for the next TDC Meeting will be Tuesday, October 11, 2016 @ 9a.