

The quarterly Tourist Development Council Board Meeting met July 21, 2017 at 10:02 am in the Ocean Center Meeting Room 203ABC, 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  
Kelly White  
Ted Yeatts

**Board Members Absent:**

John Masiarczyk

**Approval of Minutes of April 21, 2017:**

Minutes were approved without objection.

**Financial Report:**

Ryan Ossowski, Volusia County Accounting Director, reviewed the Quarterly Financial Report through May 31, 2017 (refer to Agenda Packet). 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 3<sup>rd</sup> quarter April –June 2017 (Power point presentation available upon request).

**Ocean Center Status Report:**

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

- Nothing to report.

**Tourism Update:**

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

- June numbers continue to trend upward with occupancy being up by 3%; average daily rate up by 4% and REV Par up by 8%.
- Has been in discussions with Norwegian Cruise Lines about Daytona Beach becoming their first tourism destination partner. NCL & DBACVB would jointly market to the people coming in to Florida to take side excursions to Volusia County.

**Update from Partners:**

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

- Congratulated Costa Magoulas for being the number one Chef in the nation for education; Evelyn Fine for her work with Norwegian Cruise Lines; Jim Abbott for writing wonderful tourism articles and the DBACVB & Ocean Center Teams for all of their hard work with the Shriners Convention.

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

- Refer to the HAAA Update in TDC Agenda Packet

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

- Refer to the SEVAA Update in TDC Agenda Packet

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

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

**Daytona Beach International Airport**

- No one from DBIA to give report.

**New Business:**

No New Business

**Public Comments:**

Big John

Tim Riddle was hired as Deputy Director of the Ocean Center and will begin on August 14, 2017

Meeting was adjourned at 10:42am.

Sharon Angelastri, Secretary