

**The quarterly Tourist Development Council Board Meeting
October 23, 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 at 9:00a.
Roll call was taken.

Board Members Present:

Billie Wheeler, Chair
Lori Campbell-Baker
Libby Gallant
Jim Berkley
Tom Clapsaddle
Victor Ramos

Board Members Absent:

Robert Burnett
Costa Magoulas
Ruth Trager

Approval of Minutes of August 14, 2020:

Minutes were approved without objection. Motion to accept made by Lori Campbell-Baker and seconded by Jim Berkley.

Financial Report:

Lynne Urice, Volusia County Acting Accounting Director, reviewed the Quarterly Financial Report ending August 2020. The Agenda Packet included the Financial Statements for June, July & August 2020. Lynne shared the Fiscal Year comparison of resort tax collections for the months of June, July & August 2020 to that of 2019. In June 2020 the resort tax collections were down by \$160K or 14%; In July 2020 collections were down by \$280K or 20% and in August 2020 collections were up by \$12K or 2%. The resort tax collections were greatly affected by COVID-19 from April through July. The numbers are recovering as reported in August. Remaining revenues were down \$280K compared to 2019 while expenditures were also down \$675K. In conclusion the resort tax revenues are trending in the right direction. The Financial Report will be filed for audit.

Ocean Center Status Report / Marketing and Sales Report:

Tim Riddle, Ocean Center Deputy Director presented both the Ocean Center Status Report and the Marketing and Sales Report for the dates of July – September 2020 (Power point presentation available upon request).

Tourism Update:

Evelyn Fine, Mid Florida Marketing & Research, Inc. was not in attendance. Refer to June – August 2020 Occupancy & Average Daily Rate Reports in the TDC Agenda Packet.

Update from Partners:

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

- Commended Ocean Center and the 3 Advertising Agencies for working together and promoting Daytona Beach in these dire times.
- Visit Florida is coming out with a program to promote Florida.
- Biketoberfest to some degree was somewhat of a successful event.
- Suggested to the Governor to have the state and the feds fund some of the conventions at the convention centers to try and bring back business.
- Lodging & Hospitality Association will be starting up their monthly meetings in December at the Hilton with Senator Tom Wright being the guest speaker.

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 reported.

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

Daytona Beach International Airport – Karen Feaster, Airport Director reported.

- Refer to the Daytona Beach International Airport Update in TDC Agenda Packet.

New Business

- No New Business

Public Comments

- Big John

Meeting was adjourned at 9:52am.

Sharon Angelastri, Secretary