

The quarterly Tourist Development Council Board Meeting met October 25, 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  
Costa Magoulas  
Chris Nabicht  
Robert Burnetti  
Jim Berkley  
Ruth Trager

**Board Members Absent:**

Tom Clapsaddle

**Approval of Minutes of July 19, 2019:**

Minutes were approved without objection. Jim Berkley made a motion to accept; Ruth Trager seconded.

**Financial Report:**

Ryan Ossowski, Volusia County Accounting Director (soon to be Chief Financial Officer), reviewed the Quarterly Financial Report through August 31, 2019. Expenditures overall are in line. Resort tax revenue in September is expected to have an effect from Hurricane Dorian. It's possible we will be under budget for revenue, however there are adequate reserves to cover the short fall. Miscellaneous revenues are over budget because of some extra prior year reimbursements that came in and that will help offset some of the resort tax short fall that is anticipated. The financial report will be filed for audit.

**Revenue Division Collection Update:**

Craig Baumgardner, Volusia County Revenue Division Director reported (Power point presentation available upon request). The Revenue Division serves the function of the Tax Collector in Volusia County and is the office that collects Tourist Development Tax for the County. There was a question and answer session and it was decided that a special meeting would be held to discuss this subject further.

**Marketing and Sales Report:**

Tim Riddle, Ocean Center Deputy Director presented the Marketing and Sales Report for the 4<sup>th</sup> quarter July-September 2019 (Power point presentation available upon request).

**Ocean Center Status Report:**

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

- County Council has approved raising certain parking rates in January. We will be going up from \$5.00 to \$10.00 on event parking; \$8.00 to \$10.00 on daily rates and the metered lots will be \$5.00 a day on non-event days. The raise is to make approximately \$2.1M in capital improvements.
- Two brand new scoreboards have been installed.
- This weekend we have the D.B. News Journal Home Show.
- November is looking very good.

**Tourism Update:**

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

**Update from Partners:**

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

- Worst July 2019 in 50 years (4% loss); August down; \$21M lost in September; Biketoberfest was 30% down.
- Change is needed in the way we do business in Daytona Beach and Volusia County.
- There were many vacancies during the Daytona 500 and Biketoberfest.
- Airbnb in illegal areas need to go.

**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 – Rick Karl and Joanne Magley reported.**

- Down month due to Hurricane Dorian, closed for three days with 47 flights being canceled. Also feeling the effects of the Jet Blue departure.
- All in all, the airport is doing quite well.
- American Airlines is up 20%, they are expanding and bringing a larger aircraft.
- Passenger traffic is up by 81% in the ten years Rick Karl has been the Director.
- Revenues are up; \$90M in capital improvements; Reducing costs to airlines.
- Jay Cassens has taken a job with FedEx in Memphis, TN. Jay was doing several different jobs, one of them being marketing and customer service. Rick introduced Joanne Magley as the new Director of Marketing & Customer Experience.
- Beginning in January, American Airlines is adding an additional flight bringing their daily number of flights up to five. They are bringing in a larger plane for one of those flights (Airbus Mainline Carrier). They are also continuing their direct non-stop service to New York.
- County has contracted with a new marketing firm named Aqua. Currently working on a campaign to go through the rest of the fiscal year.

**New Business**

- Getting a handle on Airbnb situation. Will be having another meeting specifically on this subject.

**Public Comments**

- Big John

Meeting was adjourned at 10:38am.

Sharon Angelastri, Secretary