

The quarterly Tourist Development Council Board Meeting met March 3, 2023 at 9:00am in the Ocean Center Meeting Room 103ABC, the Chair and the Secretary being present.

Call to Order:

Chair Matt Reinhart called the meeting to order at 9:01a.
Roll call was taken.

Board Members Present:

Matt Reinhart, Chair
Androse Bell
Robert Burnett
Costa Magoulas
Jim Berkley
Lori Campbell Baker
Tom Clapsaddle (pending V.C. Council confirmation)

Board Members Absent:

Maritza Avila-Vazquez (pending V.C. Council confirmation)
Monica Paris (pending V.C. Council confirmation)

Approval of Minutes of October 28, 2022:

Minutes were approved without objection.

Financial Report:

Lynne Urice, Volusia County Accounting Director, reviewed the Quarterly Financial Report. The Agenda Packet included the Financial Statements for August through October 2022. Lynne shared the Fiscal Year comparison of resort tax collections for these months to the prior year. In August the resort tax collections were up by \$442K or 59%; September was up by \$214K or 32% and October was up by \$35K or 4% compared to last year. Remaining revenues were up by approximately \$110K and expenditures were up by approximately \$200K. The numbers continue to look promising.

Ocean Center Status Report / Marketing and Sales Report:

Tim Riddle, Ocean Center Director presented the Ocean Center Marketing and Sales Report for the 1st Quarter dates of October-December 2022 (Power point presentation available upon request).

The target date for the final Johnson Consulting Firm study is May, 2023.

Update from Partners:

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

- Wonderful start to the New Year with the Rolex and Daytona 500 Races, Bike week beginning today and then family spring breaks.
- The industry is doing very well.
- Thankful for the staff at the Ocean Center, the three Advertising Agencies and the DBIA. We're all working together and look forward to a fantastic 2023.

Daytona Beach Area Convention & Visitors Bureau – Andrew Booth reported.

- Refer to the HAAA Update in TDC Agenda Packet.

Southeast Volusia Advertising Authority – Elizabeth Gifford 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 – Joanne Magley reported.

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

Information not included in packet:

- Seasonal Philadelphia flights will start back up April 5th and run through mid-August.
- Lori Campbell-Baker joined the DBIA last October at the Roots World Conference (airport staff meets with dozens of different airlines and their planners and updates them to what is new in our community).

TDC Purpose Legal Review – Laura Coleman reported.

- Power point presentation available upon request

New Business

- No New Business

Public Comments

- No Public Comments

Meeting was adjourned at 10:04am.

Sharon Angelastri, Secretary