The quarterly Tourist Development Council Board Meeting
July 30, 2021 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
Androse Bell
Jim Berkley
Robert Burnetti
Tom Clapsaddle
Cost Magoulas
Victor Ramos

Board Members Absent: Ruth Trager

Approval of Minutes of April 23, 2021:
Minutes were approved without objection.

Chair Wheeler introduced Cyrus Callum, Director of Aviation and Economic Resources for DBIA. Mr. Callum had a previous meeting he had to attend, therefore giving the DBIA Airport update at the beginning of this meeting. In addition to the report in the TDC Agenda Packet, additional news includes:
- DBIA won the Commercial Service Airport of the Year Award from the Florida Department of Transportation.
- The Economic Resources Division was able to procure a $4M grant for economic development on the south end of the airport for infrastructure to attract some developers for manufacturing and also to promote non aeronautical development.

Financial Report:
Lynne Urice, Volusia County Accounting Director, reviewed the Quarterly Financial Report. The Agenda Packet included the Financial Statements for March 2021 through May 2021. Lynne shared the Fiscal Year comparison of resort tax collections for the months of March through June 2021 to the prior year. In March 2021 the resort tax collections were up by $700K or 71%; In April 2021 collections were up by $1.2M or 517%; May 2021 collections were up by $750K or 121% and in June 2021 collections were up over $700K or 72%. Remaining revenues were down approximately $640K compared to the prior year and expenditures were down by $17K compared to the prior year. As of the close of June 2021, the ending fund balance for Ocean Center, TDT and related debt service funds was $5.1M. When compared to the previous year’s fund balance of $4.4M, there is an increase of $635K. This amount is also commonly referred to as profit when using the terms profit and loss in the private sector. In conclusion the numbers are looking better than last year.

Ocean Center Status Report / Marketing and Sales Report:
Tim Riddle, Ocean Center Director presented both the Ocean Center Status Report and the Marketing and Sales Report for the dates of April – June 2021 (Power point presentation available upon request).

Chair Wheeler also recognized and welcomed Androse Bell as a new TDC Board Member.

Tourism Update:
Evelyn Fine, Mid Florida Marketing & Research, Inc. was not in attendance. Refer to February – April 2021 Occupancy & Average Daily Rate Reports in the TDC Agenda Packet.
Update from Partners:

Lodging & Hospitality Association of Volusia County – Bob Davis notified us that he would not be in attendance.

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.

New Business
- Billie Wheeler met with a Daytona Beach City Council Member regarding the Truck event that was promoted on social media over the summer. The City of Daytona Beach will now be heading up a task force with many different City Managers, Mayors, City/County Law Enforcement, Speedway, County Personnel, Hospitality Industry Members, etc. They will be coming together with ideas on how to handle the virtually promoted events that invade the area. A meeting date/time will be forthcoming.
- From the last meeting, Rob Burnetti would like to see continued discussion of wanting to see a plan of where we want to go and what we want to be? Would like for us to find a way to invest in the future of the destination in terms of a 5-10 year plan. What can we do as a council to support these movements moving forward and not only include folks from the area but include a company that helps destinations develop the image that they are trying to create? We need to determine financially how we can make that happen.

Public Comments
- Big John

Meeting was adjourned at 10:21am.

Sharon Angelastri, Secretary