The quarterly Tourist Development Council Board Meeting
October 29, 2021 at 9:00am in the Ocean Center Meeting Room 203ABC, 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  
Ruth Trager

Board Members Absent:

Approval of Minutes of July 30, 2021:
Minutes were approved without objection. Motion to accept by Costa Magoulas and seconded by Victor Ramos.

Financial Report:
Lynne Urice, Volusia County Accounting Director, reviewed the Quarterly Financial Report. The Agenda Packet included the Financial Statements for July and August 2021. Lynne shared the Fiscal Year comparison of resort tax collections for the months of July and August 2021 to the prior year. In July 2021 the resort tax collections were up by $886K or 80% and August 2021 they were up $402K or 54%. As of the close of August 2021, the ending fund balance for Ocean Center, TDT and related debt service funds was $9.87M. When compared to the previous year’s fund balance of $5.48M, there is an increase of $4.38M. This amount is also commonly referred to as profit when using the terms profit and loss in the private sector.

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 July-September 2021 (Power point presentation available upon request).

There was discussion on future expansion of the Ocean Center and tracking new business coming out of the shows the Ocean Center attends.

Update from Partners:

Lodging & Hospitality Association of Volusia County – Bob Davis reported.
- New hotels and restaurants coming online in Daytona Beach.
- We need to start to look at bringing in corporate business.
- We have to upgrade what we are doing.
- November 10th Maryam Ghyabi Public Meeting to discuss improvements to A1A, Seabreeze Blvd., Main Street and ISB.

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 – Joanne Magley reported.
  • Refer to the Daytona Beach International Airport Update in TDC Agenda Packet.

New Business
  • Billie Wheeler reported that the Task Force Committee formed for unruly events is working to get the message out there that they are welcome but what happened at this past summer truck event will not be tolerated. All of the police forces in this area are communicating about this.
  • From the last several meetings, Rob Burnetti would like to see continued discussion of the need to invest in the future of our destination. How do we come up with a 5-10 year plan for this destination? The HAAA Board has taken a step and invested money in a plan to start the process. As a council, can we effect where the tax dollars go? Chair Wheeler will take the conversation back to the County Council for discussion. Rob Burnetti would like this message to be delivered, at some point we need to come up with a financial commitment of our tax dollars towards this destination. Another thing Rob would like to look at, is how we are paying our sales people within both the Ocean Center and DBACVB. Androse Bell would like to see a business plan for the Ocean Center.

Public Comments
  • Big John
  • Ann Ruby

Meeting was adjourned at 10:29am.

Sharon Angelastri, Secretary