

SPORTS ADVISORY COMMITTEE MEETING MINUTES

Tuesday, January 14, 2020 • 10:00 am • Daytona Beach Area Convention & Visitors Bureau
126 East Orange Avenue Daytona Beach, FL 32114

The Sports Advisory Committee Meeting was called to order by the Chair John Phillips at 10:00 am, Tuesday, January 14, 2020. Attendance was taken by Amber White and the following members were present John Phillips, Lary Beal, Wendy Dorman, Jim Jaworski, William Dunne, Mike Sandler, Jennifer Sisk, Karen Szemborski, Efrain Vargas, Sandra Boone, Janice Griffin. Nancy Guran, Mike Mckercher, were absent.

Staff Present: Lori Campbell Baker, Linda McMahon, Amber White, Brandon Little, Kay Galloway

Guests: Amy Dumas, Evan Mitz, Regan Hansen, Rainer Martens, Julie Martens, Libby Gallant, Sharon Norris, Thomas Vickers

Welcome & Introduction

John Phillips called the meeting to order.

Consent Agenda *

The consent agenda was not voted on due to a quorum, not present. Items moved to the next scheduled meeting.

Presentation

Daytona International Speedway

Regan Hansen introduced herself to the Sports Committee as the new Director of Sales for meetings and events at Daytona International Speedway. Hansen comes from AT&T Stadium and Mercedes Benz Stadium and is familiar with running stadium operations and large events.

Pickleball Daytona Beach

Rainer Martens introduced himself to the committee and gave an update on the new pickleball facilities in Holly Hill. They are building 24 courts, eight of which will be covered and lit. The facility will feature a restaurant on-site as well as a clubhouse, pro-shop, activities room and a senior activity center. They are looking to call this facility "Pictona". July 1, 2020, is the potential opening date. Martens mentioned that they will be bringing nets to local schools within Volusia County to teach the younger generation the game of pickleball. USA Pickleball is interested in hosting their Southeast Regional Tournament in 2021 at "Pictona". Martens is looking into hosting other tournaments that can be hosted to make it a year-round sport. Linda McMahon mentioned that the Daytona Beach Area & Convention Visitors Bureau is happy to provide support with services to bring new opportunities to "Pictona". Brandon Little, DBACVB Sports Manager, met with USA Pickleball at ACES and they are interested in Daytona Beach.

Daytona Soccer Club

Evan Mitts briefed the committee and how Daytona Beach Soccer Club services the college community for NCAA by having college athletes play during their off season. They also host programs from ages 3 to 18. Adult soccer is a new program and league. They are looking to play at the professional level in 2021 or 2022. Daytona Soccer Club has partnered with RUSH Soccer which produces 40,000 youth soccer programs worldwide.

Website Update

Hope Sarzier reported that the website refresh was launched in November 2019 and we are finalizing details for a map to list on the Sports website within the next week.

Facility Update

Jim Jaworski with The Daytona Tortugas gave an update on their agreement with minor league baseball and how it will end after the 2020 season. The Tortugas is on the list, along with 41 other teams nationwide, to be eliminated from Minor League Baseball. Jaworski mentioned that they are receiving major support throughout the community and will continue to tell their story to keep The Daytona Tortugas in minor league baseball. The Tortugas are also working with local and state legislators to keep Minor League Baseball in Daytona Beach. Looking at 2020, they have an extremely exciting season and will also be hosting the Florida State League All-Star Game in June 2020. Jackie Robinson Stadium is looking to host other events such a football, softball and concerts.

Upcoming Shows

DBACVB Sales Managers Brandon Little and Lynn Miles, are going to Chicago for a sales mission, March 30-April 1, 2020. They will be hosting a client event on opening day at Wrigley Field. The DBACVB will send out a fairshare to all partners. Little will also be attending ACES/Sports Exchange will be in April 2020.

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New Business

EsportsTravel Summit is owned by Northstar Meeting Group. Northstar has approached Daytona Beach to host EsportsTravel Summit which is an industry show. As of now there are 300 attendees but due to popularity of Esports, the show is continuing to grow. McMahon mentioned to the committee that the DBACVB's commitment would be \$150,000 total but can be broken down into three fiscal years. The commitment can be put into advertising and sponsorship. The DBACVB already commit \$20,000-\$40,000 a year to Northstar. The DBACVB has the opportunity to bid for four different years but can only be awarded one year. The DBACVB would like to host Esports Travel Summit in conjunction with CEO Gaming which is an Esports convention held at the Ocean Center. There was no quorum to make a recommendation to the HAAA Board.

McMahon briefed the committee on how there has been an increased expense across the board from tradeshow registration to travel. The DBACVB is always looking at ways to partner together or bundle to save costs.

Little mentioned that he is looking into East West Shrine Games for Daytona beach to host.

Market Research & Data Reports

In the committee packet, reports on occupancy, average daily rate and other consumer reports were given to the committee members to review the most recent analytics.

Public Participation

Sandra Whitting-Boone from Marriott Daytona Beach Airport properties, asked what are we doing as a destination to get in front of the concerns that CEO Gaming had from the last time they were in Daytona Beach. Karen Szemborki mentioned that they have met with the City of Daytona Beach Police Department to resolve the issues the group had from 2018.

Lary Beal stated that the Florida High School Athletic Association (FHSAA) Football Championship has a 3-year contract with the stadium, with the possibility of signing an additional 2-year contract. What Beal has heard from the community and FHSAA is that Daytona Beach was a great host for the championships.

FHSAA will be back in February 2020, at Spec Martin Stadium to host soccer championship for both boys and girls.

Adjourn

There being no further business or public participation the meeting was adjourned at 11:19 a.m.

Submitted by Chantelle Bravo, Group Sales Coordinator