

Biketoberfest® Committee Meeting
Tuesday, February 5, 2019, 9:00 AM
Daytona Regional Chamber of Commerce, 126 East Orange Avenue, Daytona Beach

SUMMARY MINUTES

The minutes reflect a summarized view of the gathering.

Committee Present: Bob Davis, Theresa Doan, Tom Guest, Brian Holt, Janet Kersey, Maria Mojica, Amy Pyle, Shelly Rossmeyer Pepe and Will Rossmeyer

Committee Absent: Brian MacIver

Guest Present: Sandra Boone, Terri Montgomery, Jim Morris, Sandy Murphy and Dean Pepe

Staff: Lori Campbell Baker, Kay Galloway and Jennifer Sims

I. Welcome & Introductions

Kay Galloway called the meeting to order at 9:00 a.m. Galloway noted that Blaine Lansberry has stepped down as Chair of the committee. Attendance was taken by Jennifer Sims.

A. Approval of Minutes

TOM GUEST MADE A MOTION TO APPROVE THE JUNE 7, 2018 BIKETOBERFEST® COMMITTEE MEETING MINUTES AS PRESENTED, SECONDED BY BOB DAVIS. MOTION PASSED 9-0.

II. Biketoberfest® 2018 Recap

Kay Galloway provided a recap of Biketoberfest® 2018.

- Event had three sponsors; GEICO, Daytona Beach Racing & Card Club and Southern Stone Communications.
- \$41,630.74 was collected in revenue from sponsorships, merchandise agreements and the pocket guide.
- 6,000 posters and 5,000 pins were distributed during the event. The CVB partnered with the Daytona Beach News-Journal to produce 70,000 pocket guides. The CVB also partnered with the Daytona Beach Racing & Card Club to produce a Collectible Poker Chip.
- Facebook followers increased by 46% to 291,571 followers; Instagram followers increase by 247% to 1,680 followers.
- REVER app was available for download during the event.
- Press conference was held October 19th at the Harley-Davidson Thunder Alley Stage at the Daytona International Speedway. Attendance was strong.
- Official Welcome Tent on Beach Street was open daily from 9:00 a.m. to 5:00 p.m., live broadcasts from WHOG radio were held in the tent, there was an interactive display for social media and sponsor promotion and nearly 2,000 emails were collected.
- The Brandon Agency used Increase Reach Ads, Drive to Website Ads, Lead Generation Ads and Conversion Ads to get out the Biketoberfest® message.
- The campaign delivered 3,394,268 impressions from June 2018 to October 2018.
- Video pre-roll had a completion rate of 84.6%

Website Traffic Update - There as an 18% increase to DaytonaBeach.com and the event page is consistently in the top 3 pages.

Occupancy Update - There was a decrease in occupancy; 2018 was affected by Hurricane Michael, 2017 was affected by Hurricane Irma, and 2016 was affected by Hurricane Matthew. Average Daily Rate (ADR) is up 9%, revenue per room is flat. Campbell Baker noted that we have been seeing more peer-to-peer rentals, such as AirBnB and VRBO. The majority of these are not included in reports for ADR and Occupancy and they may or may not be paying sales tax.

III. Biketoberfest® 2019 Discussion

Galloway stated the CVB is spending \$90,000 to market Biketoberfest® in 2019. The committee was asked if they had any questions/comments in regards to the 2019 event.

- Janet Kersey mentioned that the application process will now be much stricter. The city is requesting more information.
- Theresa Doan would like the city to be clear about parcel ID number question on application
- Brian Holt urged everyone to attend the public meeting to be heard and participate.

IV. New/Old Business

A. New Committee Chair

Galloway asked for nominations for a new Chair for the Biketoberfest® Committee. Brian Holt nominated Tom Guest and Amy Pyle nominated Shelly Rossmeyer Pepe. Rossmeyer Pepe stated she would like to leave the motion to Tom.

BRIAN HOLT MADE A MOTION TO APPOINT TOM GUEST AS THE NEW CHAIR OF THE BIKETOBERFEST® COMMITTEE, SECONDED BY WILL ROSSMEYER. MOTION PASSED 9-0.

V. Public Participation

Deputy City Manager Jim Morris attended the meeting to answer any questions the committee may have.

- Theresa Doan wanted to know which Parcel ID Number is being requested, her property has 7. Would like the city to be clear on which parcel they are asking for.
 - List all parcels, inside and outside, with regards to the activity. The city needs to be able to see the outside edges.

The committee was reminded that building code requires a contractor to pull a permit to erect a stage. The standard is one or both of the following:

- 120 square feet in size
- 30 inches of higher, this height must have a rail

VI. Adjournment

There being no further business the meeting was adjourned at 10:01 a.m.

Respectfully Submitted,
Jennifer Sims
Marketing Systems Manager