

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
MARCH 10, 2011
CENTRAL FLORIDA ZOO & BOTANICAL GARDENS

MEMBERS PRESENT:

Commissioner Colleen Hufford (Chair) – City of Casselberry (CALNO)
Stuart Newmark (Vice Chair) – Westin Lake Mary Orlando North
Greg Dull – Orlando Sanford International Airport
Frank Cirrincione – Hilton Orlando Altamonte Springs
Commissioner Velma Williams – City of Sanford
Joe Montisano – Central Florida Zoo & Botanical Gardens

MEMBERS ABSENT:

Commissioner Carlton Henley – Board of County Commissioners
Dennis Hale – Embassy Suites Altamonte
Amy Nicholas – American Automobile Association

CALL TO ORDER

The meeting was called to order at 10:05 a.m. by Chair Colleen Hufford.

WELCOMING REMARKS & CVB UPDATES

Sharon Sears announced and welcomed the attendance of several Brazilian guests to the TDC meeting. The guests came to Central Florida to learn more about our government and how we work. She also announced that this was Joanathan Mousseau's last TDC meeting as he has taken another job. His last day will be Friday, March 11th. Sharon attended the Mid Atlantic Tourism Conference in Iceland in early February. The conference was a success. There is a lot of interest in Seminole County. She will be working with the airport and staying in touch with the tour operators she met with. She has also attended several media mission; one to Atlanta, another to Boston. The response has been overwhelming. Email inquiries came in before she made it back to the office. She will be attending two more media missions; one to Chicago next week then to New York after that. She will be visiting Allegiant feeder cities one by one following the media missions to tell them about Seminole County and what we have to offer. She will be working with their Tourism departments to try to do some point promotions.

ELECTION OF VICE CHAIR

The motion to nominate Stuart Newmark as the new Vice Chair was made by Frank Cirrincione and seconded by Comm. Velma Williams. Motion to approve passed unanimously.

APPROVAL OF JANUARY MINUTES

The January minutes were approved as proposed. The motion was made by Joe Montisano and seconded by Greg Dull. Motion to approve passed unanimously.

SPONSORSHIP APPLICATIONS

Sports Facilities Enhancement Sponsorship – Danny Trosset gave details on the request for funds for park enhancements. The amount requested was \$3,678.90 to be used for enhancements to County-owned sports facilities. Following questions and discussion, Joe Montisano made a motion to approve funding for \$3,678.90. The motion was seconded by Stuart Newmark and carried unanimously.

2011 ASA Fast Pitch Girls Softball State Championships – Carlton Benton, Commissioner of the ASA, gave details on the 2011 Florida ASA State Championships scheduled for June 17-19, 2011. The amount requested was \$8,494.81 to be used for facility fees at the Seminole County Softball Complex, Red Bug Lake Park, Merrill Park and Lake Brantley South. Following questions and discussion, Stuart Newmark made a motion to approve funding for \$8,494.81. The motion was seconded by Greg Dull and carried unanimously.

Central Florida Zoological Society Funding – Joe Montisano, CEO of the Central Florida Zoological Society, gave details on the status of the Zoo, its prior use of TDC funds and its intended use of funds. The amount requested was \$225,000 to be used for co-op advertising and marketing initiatives, expanded independent advertising and marketing, continued maintenance and enhancements, and operational funding as authorized by Florida State Statutes. Following questions and discussion, Commissioner Velma Williams made a motion to approve funding for \$225,000. The motion was seconded by Stuart Newmark and carried unanimously. Joe Montisano abstained from voting citing Conflict of Interest and will file Form 8B.

STAFF REPORTS

Cedar Hames, President of Paradise Advertising, introduced his staff to the Board; Pat Cote as Director of Media, Tara LaSalla as Digital Media Manager, Thom Hart as Art Director, Emily Carbone and Patrick Harrison as PR, Rudy Webb as the new Seminole County Account Manager and Scott Johnson as the new Creative Director replacing Dave DiMaggio.

Rudy Webber provided the update report for Paradise. Just launched the Wild Card program and receiving a lot of positive feedback. The Wild Card will be promoted in the spring/summer campaign. The rack brochure is being updated to include the Wild Card. Recently finalized the incorporation of the booking widget to the VisitSeminole.com website. Paradise recently introduced the Group Attendance Program (GAP) which provides meeting planners and hoteliers the tools necessary to help market their events and increase attendance.

Patrick Harrison reported that the numbers to date are well ahead of last year's. He asked those in attendance to please keep him informed of any changes or updates, he cannot make the information available to the media if he is not aware of it.

Danny Trosset provided an overview of the Sports market. To date Seminole County has hosted seven events with a total TDC funding of \$36,853.46 and a direct hotel impact of approximately \$384,000. ROI is at about 700%. ECNL will be returning in 2011.

Steve Ryals provided an overview of the Meeting & Groups Market. He attended the North Central Florida Meeting Planner Expo on March 1st, number are forthcoming. He is currently following up on leads. The Leads Report has been changed to track month by month leads status. He reviewed the each of the reports presented.

Jonathan announced that he had taken another position out of the State and will no longer be working for the Sports Commission. They are currently interviewing to fill his position. He provided a brief update from the Sports Commission. The Florida Cup event went well although they had a reduction in teams from 80 to 52. Both the Sports Commission and the CVB are meeting with the event organizer to identify the cause of the reduced attendance and to help make the necessary changes to make the next event a greater success. Representatives from the Sports Commission attended the NCAA Conference; Seminole County is still in the running for the Division II Festival scheduled for May of 2012. ECNL is coming back. Commission will be attending the National Association of College Directors of Athletics Convention in July. This has been a great event for networking and generating leads. A report will be forthcoming. Jonathan thanked everyone for their support and having had the experience to work with such great people.

UPDATES

Sunshine Laws – Ann Colby provided a detailed overview of the Sunshine Laws.

NEW BUSINESS

Tourism Development Tax: 2011 Legislative Issues – Ann Colby and Susan Dietrich from the Seminole County Attorney's Office provided an overview on current Legislative issues.

ANNOUNCEMENTS

Chair Colleen Hufford thanked Jonathan Mousseau for his time and service with Seminole County tourism. She also asked the Board and attendees to save the date for the upcoming Tourism Awards Luncheon that will take place on May 12th. More information will be forthcoming.

ADJOURN: The meeting was adjourned by the Chair at 12:47 p.m.