TOURIST DEVELOPMENT COUNCIL MEETING
SUMMARY MINUTES
JANUARY 12, 2006 – THE PALMS ISLAND RESORT & MARINA

MEMBERS PRESENT:
Sandra Carroll – American Automobile Assoc.
Diane Crews – Sanford Airport Authority
Commission Chair Carlton Henley
Doug Koenig – Hilton Altamonte
Mayor Linda Kuhn – City of Sanford
Bruce Skwarlo – Orlando Marriott Lake Mary
Kathryn Townsend – Central Florida HIDTA
Steve Wolfram – Council of Local Governments

OUTGOING MEMBERS PRESENT:
Pat Freeman – Altamonte Springs City Commission
Frank Fry – Holiday Inn Altamonte
M.M. "Red" McCullough
Helen Stairs – Helen Stairs Theatre

MEMBERS ABSENT:
Penny Leffel – SpringHill Suites Sanford

STAFF PRESENT:
Suzan Bunn – Seminole County CVB
Ann Colby – County Attorney's Office
Joe Fellini – Central Florida Sports Commission
Brian Hunicke – Seminole County CVB
Fran Sullivan – Seminole County CVB
Fran Vaccaro – Paradise Advertising & Marketing

GUESTS:
Sabrina O'Bryan – Seminole Co. Economic Development
Sherry Reeves – The Palms Island Resort & Marina
Linda Reynolds – Seminole Co. Regional Chamber of Commerce
John Saboor – Central Florida Sports Commission
Jason Weeks – Altamonte Sports

CALL TO ORDER/ROLL CALL

The meeting was called to order at 10:00 a.m. by Steve Wolfram, outgoing Chair. A roll call followed. He welcomed newly appointed TDC members and outgoing members received gifts of appreciation.

APPROVAL OF NOVEMBER MINUTES

November meeting minutes were approved on a motion by Pat Freeman, seconded by Bruce Skwarlo.

PRESENTATION OF GAVEL TO NEW CHAIR/ELECTION OF VICE CHAIR

In accordance with TDC guidelines the gavel was turned over to Vice Chair Bruce Skwarlo, who will now serve as Chair. Diane Crews was unanimously elected Vice Chair on nomination by Steve Wolfram.

OLD BUSINESS

Suzan Bunn recalled discussion relative to the Marketing/Bid Fees Application timetable. The application will be posted on the web site and distributed via e-mail in January. Funding requests will be collected in March and considered for approval at the April TDC meeting, well in advance of the next fiscal year.

Resolution of the Sanford Stadium issue was addressed at the last meeting.

Orlando Sanford Airport and Seminole County CVB will participate in the Orlando CVB's Icelandair Sales Mission to Reykjavik in February.

NEW BUSINESS

Central Florida Sports Commission – John Saboor presented a brief overview of the Sports Commission's role, relationships, and successes. He stressed because of the strong relationships the Sports Commission has built over the years, its involvement with an event varies from merely functioning as a clearing house to managing the event.

The presentation focused on activity over the last three years and a look at 2006 and beyond. In the three-year period from 2003-2005, 42 events were held in Seminole County. To date 11 events have been booked in 2006 and bid development shows 21 pending events. Creation of new events is proving to be an effective strategy to bring in events when they are needed most. Mr. Saboor recommended more softball and baseball venues. A question period followed.

Suzan Bunn requested that bed tax and sales tax be broken out to keep reporting consistent. She also requested a copy of the spectator calculation.

In response to an inquiry relative to the return of Score at the Shore, Mr. Saboor noted the poor relationship with the event owner and expressed doubt the event will return to Seminole County. He emphasized the lack of cooperation, and legal action may be necessary to get the owner to honor his financial obligations. Seminole County hotels enjoyed considerable business from the event. A 3-county basketball event the Sports Commission is working on to replace Score at the Shore would exceed the number of room nights it generated.

The 3-year agreement with Seminole County expired on December 31, 2005. the Sports Commission requests a new 3-year agreement at the same level of $95,500 per year. The County wishes to change the term of the contract from the calendar year to its fiscal year, which is the case with all other County contracts.

Mr. Saboor asked for direction on how to proceed. He seeks the TDC's recommendation to move forward with County Commission approval. There was some disagreement about past procedure. Ann Colby stated an application packet with scope of services, fees, terms, etc. has been standard procedure. Mr. Saboor recalled the Sports Commission has worked off the same contract since 1994, with the addition of an addendum in the last three-year period. Ms. Colby reiterated in the past a written proposal was presented to the TDC. Bruce Skwarlo recommended a written proposal/application as quickly as possible. Steve Wolfram made a motion to have a contract presented for review at the next meeting. Discussion followed. Ann Colby responded it would only be necessary to change the dates if nothing else has changed. There was concern about interruption of services without a contract. John Saboor assured members the Sports Commission would continue to act but lapse of time and loss of funding in the interim are a concern. He remarked the Sports Commission was unsuccessful in launching this discussion last fall. He added the present course of action was chosen by staff at the end of the year. The motion failed due to lack of a second.

Diane Crews suggested sending out a new contract to members for review. Ann Colby stated her office will prepare a contract today and send copies to Suzan Bunn. The contract will have the same wording as the last contract with no changes except dates. The TDC will vote on the contract at the next meeting. Ms. Colby suggested a vote today to approve the contract as it was three years ago. Diane Crews moved to recommend County Commission approval of the contract executed by them three years ago. Linda Kuhn seconded the motion. For clarification Ann Colby stated that would be approval of a new contract with the same terms as the old contract. Steve Wolfram objected to not seeing the contract first. John Saboor suggested following the requisite steps and delaying a vote until the February meeting. If there are any questions in the interim, he is available to meet with anyone at any time. Kathryn Townsend expressed appreciation to Mr. Saboor and supported Board review before voting. Diane Crews withdrew her motion. The contract will be sent to members to review before next month's meeting.

STAFF REPORTS – QUESTIONS/DISCUSSION – Bruce Skwarlo observed the 3% drop in November 2005 tax collections over November 2004 and surmised we should expect a similar trend considering last year's inflated revenue. He inquired about methodology of projecting revenue. Suzan Bunn responded Red McCullough assisted staff in analyzing month to month collections last year to determine a realistic percentage. Fran Sullivan added Fiscal Services projects annual tax revenue during the budget process.

Fran Vaccaro reported on advertising activity. The agency has continued to place and follow the approved media plan. For the past month the agency has been placing new ads and updating existing ads with new images and fresh copy. Each new member will receive books containing our marketing, media, public relations and cooperative advertising plan at the next meeting. The Public Relations Department recently completed a trip to Visit Florida's New York Media Mission. Leisure travel writers and meeting planner writers were in attendance. The Orlando Marriott Lake Mary is our newest cooperative advertising partner.

ANNOUNCEMENTS – Fran Sullivan announced the 2006 TDC meeting schedule is now available on the web site. The tentative date for the Annual Tourism Awards Luncheon is May 10. Bruce Skwarlo informed members the February meeting will be a ½-day retreat format with a facilitator. Formal business will be limited. Possible dates are February 13, 14 or 17. Chairman Henley noted the County Commission meeting on February 14 and State of the County Luncheon on February 17. Suzan Bunn will follow up with an e-mail survey.

Fran Sullivan will send out the updated voting member roster as requested by the Chair.

ADJOURN – The meeting was adjourned by the Chair at 11:05 a.m.