

TOURIST DEVELOPMENT COUNCIL MEETING/RETREAT
SUMMARY MINUTES
MARCH 9, 2006 – CENTRAL FLORIDA ZOO

MEMBERS PRESENT:

Sandra Carroll – American Automobile Assoc.
Diane Crews – Sanford Airport Authority
Commission Chair Carlton Henley – BCC
Doug Koenig – Hilton Orlando Altamonte Springs
Mayor Linda Kuhn – City of Sanford
Penny Leffel – SpringHill Suites Sanford
Bruce Skwarlo – Orlando Marriott Lake Mary
Kathryn Townsend – Seminole Cultural Arts Council
Steve Wolfram – Council of Local Governments (CALNO)

STAFF PRESENT:

Suzan Bunn – Seminole County CVB
Ann Colby – County Attorney's Office
Fran Sullivan – Seminole County CVB
Jessica Wingate – Seminole County CVB

GUESTS:

Shonna Green – Central Florida Zoo
Todd Hess - Central Florida Sports Commission
Dana Hirshburg – Hilton Orlando Altamonte Springs
Alyssa Hoskinson – Hilton Garden Inn
Joe Montisano – Central Florida Zoo
Belinda Ortiz – CFHLA
Jason Weeks – Altamonte Sports
David Xenias – Seminole County Citizens Academy

CALL TO ORDER/ROLL CALL

Bruce Skwarlo, Chair, called the meeting to order at 10:00 a.m. A roll call followed.

APPROVAL OF FEBRUARY MINUTES

The minutes of the February meeting were approved on a motion by Steve Wolfram, seconded by Linda Kuhn.

SPONSORSHIP APPLICATIONS

2006 ASA Girls East Class B 16 & Under National Championship – Jason Weeks, Director of Altamonte Sports, noted Seminole County was awarded the bid for this softball tournament in 2004. Altamonte Sports requests \$7,500 for the bid rights fees and also plans to seek grant funding from Florida Sports Foundation. After a brief question period Steve Wolfram moved to approve the request for \$7,500, and Sandra Carroll seconded the motion. Bruce Skwarlo affirmed the application meets room night criteria. The motion carried unanimously by voice vote.

YBOA 2006 National Championships – Jason Weeks stressed Altamonte Sports is very excited about this first ever national basketball championship in Seminole County, with the potential of becoming an annual event. Teams arrive on June 24 and must register with one of the Seminole County hotels contracted through YBOA in order to participate in the tournament. The event will be held in 13-15 Seminole County gymnasiums. YBOA will distribute 1500 promotion packages and 150 post registration packages. Both marketing pieces will contain Seminole County information. This event is expected to generate 1400 rooms per night over a one-week period. There was some concern about availability of Seminole County hotel rooms because of the event's mid-week time frame. A question period followed. Altamonte Sports requests \$25,000 for the bid fee and \$11,500 for marketing.

There was discussion relative to Ann Colby's recommendation that prior to approving this request the TDC should amend their policy to approve more than \$25,000 for a single event. Steve Wolfram remarked the projected number of room nights far exceeds event guidelines. Diane Crews suggested making an exception to proceed with a

vote today and then consider revising guidelines if necessary. Ann Colby affirmed the TDC has the right to change its own policies and guidelines. Kathryn Townsend moved to modify the guidelines for this event. Steve Wolfram seconded the motion. Ann Colby suggested establishing criteria for making future exceptions. Bruce Skwarlo added members should keep larger events in mind as they go forward to revise event guidelines. Ms. Townsend's motion carried unanimously by voice vote. Doug Koenig moved to approve the request for \$36,500. The motion was seconded by Diane Crews. During discussion Kathryn Townsend observed in the past a staff recommendation form has been attached to sponsorship applications. Suzan Bunn responded the Deputy County Manager requested that staff refrain from making recommendations provided the application complies with the statute and there is money in the budget. Bruce Skwarlo observed next month the TDC will review a group of applications. He expressed concern about the time involved and expressed a personal preference for input from staff. The Chair called the question, and the motion carried unanimously by voice vote.

CENTRAL FLORIDA SPORTS COMMISSION UPDATE – Suzan Bunn reported the CSFC contract is on the March 14 BCC agenda. Diane Crews inquired why the tie vote at last month's meeting resulted in denial of the application as stated in the minutes. Bruce Skwarlo explained per Roberts Rules of Order, the Chair must vote, but in the case of a tie the Chair's vote is thrown out. The outcome of the vote was then 2 ayes and 3 nays. Mr. Skwarlo noted he was also informed the Chair is not permitted to second a motion, but per Roberts Rules, in board meetings of less than 12 members, the Chair can make and/or second a motion. He reminded members their role is strictly advisory, and the BCC has the final authority to act in the best interest of the County. Penny Leffel commented she would have liked to see an accounting of \$300,000 for the next three years. Kathryn Townsend reiterated her statement at last month's meeting that the main question was the level of funding, and no motion was made to amend it. Mr. Skwarlo observed there should have been more questions and discussion. He encouraged members to remain focused on their mission and to conduct lively discussions on motions to make intelligent decisions.

Diane Crews pursued bringing the matter up again. According to Roberts Rules a motion can be brought up by the prevailing side at the next regular meeting. Steve Wolfram, Penny Leffel and Kathryn Townsend voted against the motion. In this case the new motion would require a two-thirds majority vote. Doug Koenig stated he understood the TDC had decided not to go forward with the Sports Commission contract. Bruce Skwarlo informed members the item was placed on today's agenda solely to update the process. The message to the BCC is not that the TDC opposed the contract, but the Board's decision was based on misinformation received from Executive Director John Saboor about the level of funding. Doug Koenig supported Diane Crews appeal to someone from the prevailing side to bring up the matter again for a vote. The prevailing side declined, and discussion ended.

STAFF REPORTS QUESTIONS/DISCUSSIONS – As requested by the Chair at the last meeting, Fran Sullivan gave a status update on Central Florida Zoo, Sanford Memorial Stadium and City of Altamonte Springs contracts. Members were referred to a recap of payments to the Zoo since inception in 1988. Total funding from Seminole County amounts to \$5,470,419 (Tourism Development Tax funds of \$4,402,419 plus payments of \$1,068,000 from the General Fund from 1999-2004.) The 10-year contract with Sanford Memorial Stadium is in its sixth year with \$200,000 paid to date. The 10-year contract with City of Altamonte Springs – Merrill Park is in its third year. The City did not submit a request the first year because the contract was approved near the end of FY 03-04. Payment of \$50,000 was made in the second year (FY 04-05.) The Chair proposed a progress report on Merrill Park renovations at a future meeting.

Due to traffic delays, Paradise Advertising & Marketing was unable to attend the meeting. Marketing books will be hand delivered to new members.

NEW BUSINESS – Suzan Bunn affirmed Seminole County will host a bowling tournament for NFL players in Sanford, March 10-11, 2006. Bruce Skwarlo reminded members of the Annual Tourism Awards Luncheon at the Orlando Marriott Lake Mary on May 10. This will serve as the May meeting unless there is urgent business requiring a vote. Members will review funding applications at the next meeting on April 13 at the Hilton Garden Inn Lake Mary. Staff was directed to assign times for presentations to keep the agenda on schedule.

ADJOURN – The meeting was adjourned by the Chair at 11:00 a.m.