

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
SEPTEMBER 13, 2007 – EMBASSY SUITES, ALTAMONTE SPRINGS

MEMBERS PRESENT:

Diane Crews (Chair) – Sanford Airport Authority
Sandra Furlong – American Automobile Association
Commission Chair Carlton Henley – Board of County Commissioners
Penny Leffel – SpringHill Suites Sanford
Jamie Ross – Hilton Garden Inn Lake Mary
Bruce Skwarlo – Orlando Marriott Lake Mary
Steve Wolfram – Council of Local Governments (CALNO)

MEMBERS ABSENT:

Mayor Linda Kuhn (Vice Chair) – City of Sanford
Kathryn Townsend – Seminole Cultural Arts Council

STAFF PRESENT:

Shani Beach – Seminole County Economic Development/Tourism
Ann Colby – Seminole County Attorney's Office
Don Fisher – Seminole County Deputy County Manager
Patrick Harrison – Paradise Advertising & Marketing
Brian Hunicke – Seminole County CVB
Bill McDermott – Seminole County Economic Development/Tourism
Carolyn Oehlerts – Paradise Advertising & Marketing
Sharon Sears – Seminole County CVB
Keith Station – Central Florida Sports Commission
Fran Sullivan – Seminole County CVB
Fran Vaccaro – Paradise Advertising & Marketing

CALL TO ORDER

With a quorum present, the meeting was called to order at 10:00 a.m. by Diane Crews, Chair. Members, staff and guests introduced themselves.

APPROVAL OF MINUTES

The minutes of the August meeting were approved on a motion and second by Bruce Skwarlo and Steve Wolfram.

SPONSORSHIP APPLICATION

2008 Spring Break Sports – Paul Bellingham informed members the 2007 event generated 817 room nights. The 2008 program has been extended to include lacrosse, and approximately 945 room nights are projected. The increase in room nights is due to more players per lacrosse team and the need for more substitutes. Room night data is documented because Spring Break Sports actually books teams' hotel reservations. The request amount of funding is \$12,422 to promote and market the event. A brief question period followed. Bruce Skwarlo made a motion to approve funding in the amount of \$12,000. The motion was seconded by Sandra Furlong and carried. Diane Crews requested clarification based on the discrepancy of the amount requested and Mr. Skwarlo's motion. Mr. Skwarlo moved to retract his previous motion. The motion was seconded by Steve Wolfram and carried. Mr. Skwarlo made a new motion to fund Spring Break Sports at the requested amount of \$12,422. The motion was seconded by Steve Wolfram and carried.

PR UPDATE

Carolyn Oehlerts highlighted the Public Relations Activity Report. The report included a listing of press releases, media contacts and print/radio/TV exposure from October 2006 – August 2007. Total print circulation is over 5,000,000. The agency shot updated photography, redesigned the CVB website and conducted several familiarization tours in partnership with Lehigh Valley Airport and the Orlando CVB. Ms. Oehlerts played a video featuring Seminole County that aired on CNN Headline Local Edition on Channel 13, Lehigh Valley, PA.

Diane Crews announced Allegiant Airlines will begin service from Orlando Sanford International to Bangor, Maine in November.

OLD BUSINESS

Occupancy Report – Diane Crews recalled discussion at last month’s meeting relative to tracking weekend occupancy data. Members reviewed a report prepared by Smith Travel Research. Bill McDermott noted the report would not replace Red McCullough’s report and can be tailored to our needs. Cost would be approximately \$2,500 to \$5,000 depending on the scope and frequency of the report. Staff recommends going forward. Bruce Skwarlo agreed this would be a good tool in terms of accurate data. He observed each year unspent budget dollars go back into reserves. He would like to proactively target weekend business and identify a method to measure the effectiveness of our advertising. Presently there is no way to determine if the Third Night Free campaign is working. Bruce Skwarlo made a motion to go forward with a contract with Smith Travel Research not to exceed \$5,000 per year for weekend analysis reports to be issued at least quarterly. The motion was seconded by Chairman Carlton Henley and carried.

STAFF REPORTS QUESTIONS/DISCUSSIONS – Bill McDermott reported Success in Seminole has expressed interest in doing an article on the TDC.

Max Stewart gave a brief report on his recent professional development trip to Europe. He met with various cultural attaches and commerce officers and extended an open invitation to them to visit Seminole County.

Bruce Skwarlo suggested that proceeds from the auction of Seminole County’s ArtyGator be donated to a charity. Bill McDermott responded Sharon Sears is has already begun working on it.

ADJOURN – With no further business, the Chair adjourned the meeting at 10:50 a.m.