

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
JULY 9, 2009
HYATT PLACE LAKE MARY

MEMBERS PRESENT:

Jamie Ross (Chair) – Hyatt Place
Greg Dull (Vice Chair) – Orlando Sanford International Airport
Mayor Linda Kuhn – City of Sanford
Colleen Hufford – Council of Local Governments (CALNO)
Sandra Furlong – American Automobile Association
Kathryn Townsend - Seminole Cultural Arts Council
Commissioner Carlton Henley – Board of County Commissioners

MEMBERS ABSENT:

Dennis Hale - Embassy Suites
Brian Morgan – Hampton Inn Altamonte Springs

CALL TO ORDER

The meeting was called to order at 10:07 a.m. by Chairman Jamie Ross.

APPROVAL OF MARCH MINUTES

The March minutes were approved as proposed. The motion was made by Mayor Kuhn and seconded by Sandra Furlong. Motion to approve passed unanimously.

SPONSORSHIP APPLICATIONS

2009 Thunder in the Streets Bike Fest – Charles Davis, Chairman of the Board for the Sanford Chamber of Commerce and the Sanford Bikefest, gave details on the 2009 Sanford Bikefest, Thunder in the Streets, to be held October 9, 10 & 11, 2009, at the newly renovated Fort Melon Park in Sanford. They are bringing in a national act for Friday and Saturday night, as well as a national talent as the MC. The event is formatted similar to the previous year. The amount requested is \$10,000 to be used towards advertising. The Chamber would like to do more advertising in Tampa. Questions arose about the Full Throttle advertising which Charles responded by saying that the funds initially requested for the publication were now being diverted to increase advertising in the Tampa area by use of billboard and brochures to market the event. Room night numbers were questioned. Charles stated that the Chamber is currently promoting all Seminole County hotels on the SanfordBikefest.com website. Kathryn Townsend and Commissioner Henley questioned the profit reported on the application. Charles stated the numbers reported on the application are inaccurate, possibly by typographical error. Following questions and discussion, Kathryn Townsend made a motion to bring back the application in August for review following the corrections. The motion was seconded by Commissioner Henley and carried unanimously.

PARADISE UPDATE & PRESENTATION

Fran Vaccaro, Amber Coldren and Patrick Harrison presented the 2009-2010 Marketing Plan. Fran announced that the marketing book has gone “green”, the board received copies on a flash drive and for all others, it was announced that the plan will be posted on the website or available on disk at the upcoming Industry Roundtable. For year 2009-2010 Paradise will be working on completing the collateral, both electronic and print; the new meetings guide, and the redesign of the website. Fran stated it would all be done in 2010. Target markets include leisure,

transient business, meeting groups, sports and niche. The focus has been directed on the four hour drive market. Changes in budget have shifted the marketing efforts primarily on the Jacksonville market. The international market will be targeted through PR. Most advertising will be through co-ops with Visit Florida. Seminole County's proximity to Orlando will continue to be used as a benefit. Sports continue to be the shining star of the county. The new Digital Sports Guide was presented; there is no hard copy of this piece. It is an interactive digital media for sports marketing. Danny stated Parks & Rec has requested permission to use the Digital Guide since it highlights all of Seminole County's parks. The guide will also be used as an online advertising tool to promote Seminole County as a sporting destination. Amber presented the digital aspects of the marketing plan. Some of the concepts for the upcoming year include web 2.0 features such as photo sharing, relevant and frequently updated content and increased consumer communications applications. Other goals include the integration of social media and mobile marketing. Patrick will use Public Relations to reach beyond our local markets to international markets. Media relations, trade shows, promotions, grassroots, women's sports and co-op opportunities are his areas of focus. Following questions and discussion, Colleen Hufford made a motion to approve the 2009-2010 Marketing Plan as presented. The motion was seconded by Kathryn Townsend and carried unanimously.

OLD BUSINESS – No old business for discussion or action.

NEW BUSINESS - No new business for discussion or action.

STAFF REPORTS

Danny Trosset spoke on sports marketing. One goal is to develop a spring break showcase highlighting women's softball. He reported that senior softball is doing well and bringing in about 150 room nights. Tennis is the fastest growing sport with a 12% increase in growth. Danny will be working with the local cities to find more fields to accommodate the growing demand for Lacrosse. For leisure tourism, Danny will be working with Leisure Services and the Florida Trail Association (FTA) to become the first "gateway county", the first county to have trails that reach across cities connecting the entire county. He also would like to incorporate a social media element by starting an outdoor adventure blog to showcase out local attractions.

On Steve Ryals' behalf, Danny reported that the Meeting Planner Guide will be used to showcase Seminole County meeting spaces. A database is in the works to help manage RFPs and leads. The Seminole County Minute is an elevator speech that will be created and used for selling Seminole County at meetings and conferences. FAM trips will be organized to help market our destination. The goal is do at least four FAM trips next year. When possible, a GIS informational mapping system will be applied to the VisitSeminole.com website as an interactive tool for visitors.

Jonathan provided a brief review of recent activity which included three successful events. One event was the USA Rugby Collegiate Playoffs which generated approximately \$1.7M in economic impact during its three days. FHSA Division 1A and 2A Tennis generated 500 plus room nights. NCAA Division II Men's and Women's Tennis had about a \$600,000 economic impact and about 1300 room nights. The Sports Commission is looking to bring in two more NCAA events to Seminole County next year as well as two more USA Rugby events, a US Club Soccer event and the Atlantic League Championships.

Sharon Sears announced that the tourism office will be relocating to the AAA World Headquarters in September. This location provides for easier visibility and the added benefit of being able to offer visitors access to ticket sales next door at the AAA information center. She also announced that the Seminole County CVB was selected as a finalist for the 10th Annual Flagler Award for the AFreeNight.com website which will be recognized at the Governor's Conference in August. The CVB also recently won an award from the Hospitality, Sales & Marketing Association International (HSMIAI) for the Gator Bites newsletter. The "This

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Weekend in Seminole County” weekly e-newsletter has continued to grow in popularity and has been a great success. The new look has been greatly embraced. The nature theme has been carried throughout the promotional items. Most recently, special lapel pins were ordered for the Babe Ruth Baseball Tournament. This was a collective effort between the cities of Sanford, Longwood and Altamonte Springs along with the Seminole County CVB. Numerous efforts were used in welcoming the tournament in hopes of having them return to Seminole County for future events. On a final note, Sharon announced that she was selected to be a part of Visit Florida’s Public Relations Committee. She hopes to use this opportunity to increase awareness on Seminole County.

Kathryn Townsend asked about the missing Budget Report. Shani Beach reported that two of the Financial Reports, the Tax Collection Report and the Revenue Comparison Report, had been consolidated into one Tax Collection Memorandum and that the Budget Report had been omitted from the booklets. The information was available upon request. Bill McDermott stated that the reporting process is currently being reviewed. Kathryn Townsend also recommended that the TDC adopt more green practices and discontinue the printing of the meeting booklets. Chairman Jamie Ross, along with the Board, supported this recommendation.

ADJOURN: The meeting was adjourned by the Chairman at 11:24 a.m.

The next meeting was scheduled for August 13th, location TBD.