

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
SEPTEMBER 10, 2009
CLARION INN & SUITES CONFERENCE CENTER

MEMBERS PRESENT:

Jamie Ross (Chair) – Hyatt Place
Greg Dull (Vice Chair) – Orlando Sanford International Airport
Colleen Hufford – Council of Local Governments (CALNO)
Kathryn Townsend - Seminole Cultural Arts Council
Commissioner Carlton Henley – Board of County Commissioners
Dennis Hale - Embassy Suites
Brian Morgan – Hampton Inn Altamonte Springs

MEMBERS ABSENT:

Mayor Linda Kuhn – City of Sanford
Sandra Furlong – American Automobile Association

CALL TO ORDER

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

APPROVAL OF JULY AND AUGUST MINUTES

The July and August minutes were approved as proposed. The motions were made by Kathryn Townsend and seconded by Dennis Hale. Motions to approve passed unanimously.

UPDATES

Danny thanked Jason Weeks, Altamonte Sports, the Babe Ruth Baseball Club, the cities of Longwood, Altamonte and Sanford and the County as well as the hoteliers for their hospitality. The event exceeded expectations. The Babe Ruth Baseball Championships yielded over \$3M in economic impact to the County and impacted over 20 Seminole County hotels. One hundred and seventy-five teams participated in the events. It was a great team effort between the partnering cities of Altamonte, Longwood and Sanford, and the County.

Joe from the Central Florida Zoo & Botanical Gardens reported growth for the zoo including a new splash pad and the newly refinished parking lot. The zoo had about 260,000 visitors last year, up about 5% from the previous year. TDC funding has been used for advertising the destination. The zoo has partnered with ZOOMAir Adventures, an aerial adventure park, which is located in the treetops at the entrance of the zoo. The zoo will be shifting its focus to corporate and team building events with the growing demand. Fundraising continues in an effort to establish a new tiger exhibit.

PARADISE COOPERATIVE PLAN PRESENTATION

Fran Vaccaro from Paradise presented the Cooperative Plan. She offered a copy of the full cooperative plan upon request by email or CD. The plan is to begin in October. Several of the deadlines are within the following two weeks. Many coops are in conjunction with Visit Florida. Options include group, leisure and niche. The Meeting Planner Guide is almost complete and offers advertising opportunities to CVB partners.

SPONSORSHIP APPLICATIONS

US Club Soccer's Florida Cup – Jonathan Mousseau of the Sports Commission spoke in representation of US Club Soccer and gave details on the event that is scheduled to be held March 13 & 14, 2010 at Sylvan Lake Park and the David Moss Soccer Complex. The amount requested is \$9,000 to be used towards facility fees. The organization has over 2,300 members throughout 49 states. This is a new client to the County that could lead to more events in the future. The event is estimated to bring in 80-92 teams from across Florida. Most teams are from south Florida and Tampa. Approximately 2,900 people are expected to stay in the county for the event, 550 room nights are being guaranteed. Commissioner Henley requested a Certificate of Liability Insurance. Kathryn Townsend requested confirmation of 501c3 certification status. Following questions and discussion, Colleen Hufford made a motion to approve the \$9,000 request for facility fees as presented. The motion was seconded by Greg Dull and carried unanimously.

Spring Break Sports – Danny Trosset spoke in representation of Paul Bellingham and gave details on the series of events that are scheduled to take place from February 20th to April 10th, 2010. The increase in the requested amount is due to the increase in facility fees from \$36 per match last year to \$70.62 next year. This is a near two month long event in which every week multiple teams will be coming in from various colleges nationwide. Last year's event brought in about 1,156 room nights and generated over \$1.9M in economic impact to the County. Following questions and discussion, Dennis Hale made the motion to approve Spring Break Sports funding for 2010 in the amount of \$21,500 for promotion, marketing and facility fees as presented. The motion was seconded by Greg Dull and carried unanimously.

Florida Half Century Senior Softball Organization – Danny Trosset spoke in representation of Duane Jones and the Florida Half Century Senior Softball Organization, and gave details on the events that are scheduled to take place November 21-22, 2009; January 23-24, 2010; March 6-7, 2010 and April 3-4, 2010 at the Seminole Softball Complex and Merrill Park. The organization is requesting \$3,091 per tournament for a total of \$12,364 for all four events which would be used towards facilities fees. Last year's events generated over \$640,000 in economic impact and over 600 room nights. The event brings in 50-60 teams per tournament and between 100 to 200 room nights per event. Last year's numbers were exceeded by 100 room nights. Following questions and discussion, Dennis Hale made the motion to approve funding in the amount of \$12,364 for facilities fees as presented. The motion was seconded by Kathryn Townsend and carried unanimously.

OLD BUSINESS – No old business for discussion or action.

NEW BUSINESS

Hotel Occupancy Report – Bill McDermott opened the discussion regarding the hotel occupancy report status. He stated that we are currently receiving two different hotel occupancy reports. The decision was made to eliminate the most expensive one, Red's report which is \$4800 per year. Bill recognized the hotelier's concerns about eliminating Red's report. He introduced the recommendation to produce the report in-house. He also stated that STR may be able to reproduce the report as well. Kathryn recommended that Red's contract be continued through the end of the calendar year while we find a permanent solution. Ann Colby presented her concern over confidentiality of information and the Public Record Laws if produced in-house. Attending hoteliers expressed their concerns about the report being produced in-house and introduced the option of coming together and contracting Red privately. Following questions and discussion, Red presented the TDC an offer to continue to provide the Occupancy Report at the same rate as STR. Bill will provide Red an answer by September 11th.

TDC – SEPTEMBER 10, 2009

Bill announced the upcoming board seats that will be vacated in January 2010. If anyone is interested, please let the board know.

Kathryn requested the status of the of the revenue report. Bill responded that Shani Beach has taken on the added responsibility of managing the budget following the loss of staff due to the budget cuts. She is working with the information that has been handed over to her and will be providing an end of year report along with October's report for the next meeting in Novmeber.

STAFF REPORTS

Danny Trosset announced to the board that a new TDC application is in the works. The new application will be uploaded to the website and will allow for completion and submission electronically. The application will feature a new sliding scale based on occupancy. A finalized version will be forwarded to the board for review before publishing.

Jonathan provided a brief review of recent activity which included following a lead sent out for a tennis tournament in April which he might receive an answer to next week to see if the event is coming to Seminole County. He is still working on negotiations to bring back USA Rugby. The US Club Soccer lead will be going out soon.

Steve Ryals is working with GIS to create an interactive informational map. He will be requesting information from hoteliers, attractions, etc. to grow this tool that may be integrated into the website for general use. He reported assisting a freelance writer in identifying resources in the County about Zora. He announced his upcoming attendance to the TEAMS conference in New Orleans and the TSAE conference in October. The new Meeting Planner Guide is being finalized. He is also working on FAM tours for which he will be soliciting partner participation. More information will be made available at the next Industry Roundtable.

ANNOUNCEMENTS

Kathryn Townsend invited everyone to the upcoming Howl for the Arts, October 24th.

Sharon Sears announced that the next TDC meeting will be at the AAA Headquarters in November. The meeting date will coincide with the official Ribbon Cutting Ceremony scheduled for November 12th. She also recognized Paradise for their nine award winnings including Best of Show. The Seminole County CVB was awarded a Flagler Award for AFreeNight.com. She also announced that the airport is now offering flights to Arkansas and Deluth. The Industry Roundtable will be at the Clarion Inn & Suite Conference Center September 15th. It will include a presentation by Black Hammock Adventures.

Joe Abel from Seminole County Leisure Services announced that they will be presenting to the Florida Trails Association on September 22nd in an effort to become the first Gateway County in the state.

ADJOURN: The meeting was adjourned by the Chairman at 11:32 a.m.

The next meeting is scheduled for November 12th at the AAA Headquarters, Heathrow.