

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
JULY 22, 2010
SPRINGHILL SUITES ORLANDO NORTH SANFORD

MEMBERS PRESENT:

Greg Dull (Chair) – Orlando Sanford International Airport
Commissioner Colleen Hufford (Vice Chair) – City of Casselberry (CALNO)
Amy Nicholas – American Automobile Association
Dennis Hale – Embassy Suites Altamonte
Stuart Newmark – Westin Lake Mary Orlando North
Commissioner Velma Williams – City of Sanford
Joe Montisano – Central Florida Zoo & Botanical Gardens
Commissioner Carlton Henley – Board of County Commissioners

MEMBERS ABSENT:

Frank Cirrincione – Hilton Orlando Altamonte Springs

CALL TO ORDER

The meeting was called to order at 10:00 a.m. by Chairman Greg Dull.

WELCOME REMARKS

Chairman Greg Dull welcomed the new board members; Stuart Newmark from the Westin Lake Mary Orlando North and Frank Cirrincione from the Hilton Orlando Altamonte Springs. Frank was unable to make it to the meeting.

APPROVAL OF MARCH MINUTES

The March minutes were approved as proposed. The motion was made by Colleen Hufford and seconded by Dennis Hale. Motion to approve passed unanimously.

SPONSORSHIP APPLICATION

2010 ECNL Regular Season Soccer Event #2 – Danny Trosset gave details on the history of the event. He stated that the event is projected to bring over 120 youth soccer teams. The event will take place at the end of December for a period of three days. It is expected to generate over 2,000 room nights and over \$3,000,000 in economic impact. The ECNL is requesting that the facility fees be paid in the amount of \$15,404.50 to Sylvan Lake Park and the Seminole Soccer Complex. Following questions and discussion, Joe Montisano made a motion to approve funding in the sum of \$15,404.50. The motion was seconded by Stuart Newmark and carried unanimously. Following the vote, Chairman Greg Dull thanked the staff for the good work bringing the event to the County.

2010 Thunder in the Streets Bikefest – Pam Zopp, Director of the Sanford Chamber of Commerce, gave details on the history of the event. She stated this is the sixth annual bike fest event hosted by the Sanford Chamber of Commerce. For the 2009 event, the hotels experienced twice the number of room nights from the previous year. The Sanford Chamber of Commerce is requesting \$4,000 to be used for marketing and promotion expenses. Following questions and discussion, Stuart Newmark made a motion to approve funding in the sum of \$4000. The motion was seconded by Colleen Hufford and carried unanimously.

PRESENTATIONS

2010-11 Marketing Plan Overview – Fran Vaccaro went through a brief outline of the marketing plan for the upcoming year. The plan introduced contained elements that span over a period of three years. The goal continues to be to increase name and brand awareness and generate inquiries that would ultimately result in higher lead volume, occupancy and overall revenue. Strategies include marketing Seminole County as a unique nature-based outdoor destination. Paid media will be focused on the four-hour drive market. The PR will be coordinated with the paid media to extend its reach. The emphasis will continue to be the proximity to Orlando. The targets are leisure, transient business, meetings, groups, sports and niche. The geographic target is primarily the four-hour drive radius, primarily Tampa and Jacksonville. The secondary market is Florida and the domestic US. The third market would be international. She reported that the new website went live today. A booking engine is being incorporated for next fiscal. This new engine would be a conduit from VisitSeminole.com to the hotelier's website and would not cost the hoteliers anything. A multimedia component will be added to allow for photo and video sharing. A partner login will be implemented. The sports and meetings sections will be updated to be more robust and the partners of the Green Lodging program will be identified and tagged accordingly. The AFreeNight.com website has already won an Adrienne Award. A new initiative will be to add meeting planner tools that allow meeting planners to download graphics and photography so that they can better sell our destination to their constituents. The CVB will also provide customizable e-blasts, promotional banners and buttons so that meeting planners can easily insert their information. More video is planned for next year. In 2011 the visitor's guide and rack brochure will be updated and made digital. A value card will be created as an added value for visitors. A branding standards manual and guide has been developed so that other County departments that are interested in using the brand can create brand consistent marketing pieces. Fran welcomed the local hoteliers to use the brand standards when creating their marketing pieces.

STAFF REPORTS

Patrick Harrison presented the Public Relations media numbers. He stated that the PR value and ad equivalency are good totaling \$3.5M worth. Pow Wow was a great success. At Pow Wow the Brazilian media had taken an interest in Seminole County and has since come for a visit. A FAM trip is also being planned for a group of international travelers. Patrick stated that following the media FAM with the Brazilian visitors, Visit Florida had announced that the Brazilian market is one to pursue, validating the CVB's efforts. The 2010-11 Media Plan will be very similar to last year's. A couple of changes include replacing some tradeshow with media shows and updating the current CD press kits. Desk-side meetings will be incorporated into the sales efforts. Traditional mail will be reincorporated in the sales and marketing efforts. More newsletters will be utilized this year as well as more FAMs will be planned. Patrick presented the social media report. A booking engine will be added to our Facebook page to drive heads in beds. A special application is in the plan for Seminole County that focuses on nature activities such as biking trails, hiking trails, birding areas, etc. Another application being considered is a mapping feature that shows you where the nearest restaurants, attractions, trails, etc are located.

Fran Vaccaro provided a brief review on what has been done this year. This included the use of television, print and digital. More digital media will be incorporated next year. She stated they would like to expand the geographic target with television to include Tampa and St Pete. QR tags will be incorporated into print media. Next year's Coop Program will include lower cost initiatives. Monthly newsletters will be sent out featuring key areas of interest.

Danny Trosset provided a brief overview of the Sports Marketing Plan. He began by providing a TDC funding analysis report that summarizes the TDC investments during the current

year. The report ranked events from top producing to least producing. The report will be included in the booklet for each meeting. Danny spoke of the Team Seminole approach used to attract and keep events in the County. He stated the Digital Sports guide has been a very successful tool for marketing to event organizers. In the future, the ROI Sports Event Recap report presented will include all sporting events in the County, not only those sponsored by the TDC, to provide a complete picture of what sports is generating for the County. Event updates, leads and bids will be uploaded to the Partner section of the new website which will be accessible by login once a secure login has been created. This will be coming in the new fiscal year. The sports calendar of events for 2011 will be sent out in August. Lacrosse is the new target as it is the fastest growing sport. Danny provided a review of the year's events, growth potential and new strategies.

Sharon Sears presented the Meetings and Group report on behalf of Steve Ryals whom was on the road at a tradeshow. Steve will be focusing on the associations, government and corporate groups. These areas generated 46% of the requests received during this past year. The tradeshow calendar for 2010-11 has been set. Steve will incorporate more traditional mail in his sales and marketing efforts. He also plans to invest in purchasing prospect lists and using more e-blast and newsletters to generate more leads. Sharon reviewed the markets that will be targeted and the tools and strategies that will be applied to each. Bruce Skwarlo presented the outcome of the CVB Task Force Committee. This included identifying contacts for sales leads, tracking leads and reporting leads. Report templates were presented and reviewed.

Jonathan provided a brief update from the Sports Commission and what took place during the springs. US Club Soccer brought in 86 teams generating just over 600 plus room nights. USA Rugby brought in 40 teams just under 2000 room nights. Florida High School Athletic Association's Tennis Championships brought in just under 600 room nights. The NCAA had their Division II Championships which brought in about 1300 room nights. Several bids for upcoming events are still pending. Jonathan thanked the partners for all of their support.

Red McCullough provided a brief report overview of the hotel occupancy. He also introduced a new quarterly report that will be made available on a quarterly basis at future TDC meetings. Occupancy is going up but ADR remains low. Permission was requested and granted to provide the new report to the hoteliers.

ANNOUNCEMENTS

Greg thanked Elia Matos and the Springhill Suites Orlando North Sanford staff for hosting the meeting.

Sharon Sears announced that a letter was received from Visit Florida announcing the CVB's finalist status for the 11th Annual Flagler Awards for the Sports Guide, the AFreeNight.com website, the Crappie ad, and for the Monday Morning radio promotion. The awards recipients will be recognized at the 43rd Annual Governors Conference on Tourism in Orlando September 26-28.

COMMENTS

Joe Abel requested any feedback regarding the Marketing Plan presented be provided before the next meeting in September.

ADJOURN: The meeting was adjourned by the Chairman at 11:29 a.m.