

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
AUGUST 2, 2011
MAGNUSON GRAND HOTEL

MEMBERS PRESENT:

Commissioner Colleen Hufford (Chair) – City of Casselberry (CALNO)
Stuart Newmark (Vice Chair) – Westin Lake Mary Orlando North
Greg Dull – Orlando Sanford International Airport
Frank Cirrincione – Hilton Orlando Altamonte Springs
Commissioner Velma Williams – City of Sanford
Joe Montisano – Central Florida Zoo & Botanical Gardens
Commissioner Carlton Henley – Board of County Commissioners

MEMBERS ABSENT:

Amy Nicholas – American Automobile Association

CALL TO ORDER

The meeting was called to order at 10:05 a.m. by Chair Colleen Hufford.

WELCOMING REMARKS

Chair Colleen Hufford asked the Board to note the date correction of August 2nd to the TDC booklet.

APPROVAL OF AUGUST MINUTES

The August minutes were approved as proposed. The motion was made by Stuart Newmark and seconded by Comm. Velma Williams. Motion to approve passed unanimously.

SPONSORSHIP APPLICATIONS

2011 Thunder in the Streets – Charles Davis of the Sanford Chamber of Commerce gave details on the 2011 Thunder in the Streets event scheduled to be held at Fort Mellon Park in Sanford October 7-9, 2011. The amount requested was \$3,500.00 to be used for marketing and promoting the event to out-of-town audiences. Following questions and discussion, Joe Montisano made a motion to approve funding of \$3,500.00 for marketing and promotion. The motion was seconded by Comm. Velma Williams and carried unanimously.

2011 ECNL Winter Showcase – Danny Trosset gave details on the 2011 ECNL Winter Showcase scheduled to be held at the Seminole Soccer Complex, Sylvan Lake Park and Central Winds Park December 28-30, 2011. The amount requested was \$22,852.00 to be used for facility fees at the Seminole Soccer Complex, Sylvan Lake Park and Central Winds Park. Practice fields have been reserved for the 27th which has the potential of bringing in an additional room night. Following questions and discussion, Comm. Velma Williams made a motion to approve funding for \$22,852.00 to be used for facilities fees. The motion was seconded by Greg Dull and carried unanimously.

2011 Freedom Sports World Championships – Andrew Calvert was unable to attend due to a family emergency, Danny Trosset gave details on the 2011 Freedom Sports Worlds Tournament scheduled to be held at the Seminole County Softball Complex November 4-6, 2011. The amount requested was \$3,572.76 to be used for facility fees at the Seminole Softball Complex. Three additional states have joined the league which should increase the number of participating teams to 90-100 for the 2011 event. Following questions and discussion, Greg Dull made a motion to approve funding for \$3,572.76 to be used for facility fees. The motion was seconded by Stuart Newmark and carried unanimously.

2011 FHSAA Tennis Finals – Dave Zsembik with the Central Florida Sports Commission gave details on the 2011 FHSAA Tennis Finals scheduled to be held at Sanlando Park, Sylvan Lake Park and Red Bug Lake Park April 16-20, 2012. Previously we host divisions 1a and 2a, this year we will be hosting divisions 1a through 4a. The amount requested was \$4,391 to be used for facilities fees. Following questions and discussion, Joe Montisano made a motion to approve funding for \$4,391.00 to be used for facilities fees. The motion was seconded by Stuart Newmark and carried unanimously.

Central Florida Zoological Society Funding – Joe Montisano, CEO of the Central Florida Zoological Society, gave details on the status of the Zoo, its prior use of TDC funds and its intended use of funds. The amount requested was \$225,000 to be used for co-op advertising and marketing initiatives, expanded independent advertising and marketing, continued maintenance and enhancements, and operational funding as authorized by Florida State Statutes. The zoo applies \$125,000 towards its marketing budget and \$100,000 towards its infrastructure. The zoo has recently added Segway tours to its list of services offered at the zoo. Joe informed the Board that river otters will be returning to the zoo and that a rhino exhibit will take the place of the former elephant exhibit. A new event has been added to the schedule for the Halloween holiday. Following questions and discussion, Comm. Velma Williams made a motion to approve funding for FY 2011-12 in the amount of \$225,000.00. The motion was seconded by Frank Cirrincione and carried unanimously. Joe Montisano abstained from voting citing Conflict of Interest and has filed Form 8B as required by Florida Statutes §112.317.

2011-12 Proposed Tourism Development Budget

Sharon Sears gave details on the proposed 2011-12 Tourism Development Budget. The proposed budget is for \$1,669,361. Sharon stated that the CVB has considerably, over the years, reduced the budget including having eliminated two staff positions. The CVB is requesting an increase in the travel budget from \$20,345 to \$34,700. Sharon stated that there is a great need for Seminole County to be more visible in the travel markets, more specifically in London and Iceland. This would be done in partnership with the Orlando Sanford International Airport. She stated last year's Iceland show provided tremendous reach including media coverage in England and Brazil. Allegiant cities have also been added in order to grow national awareness. These cities will be targeted for corporate and sports travel. The Other Services line has also been increased to provide for contracts such as that of Paradise which has helped grow the awareness of Seminole County. She went on to announce that Paradise will be sending out a press release acknowledging the recent distinction awarded to the Westin Lake Mary as the number one property in Customer Service Satisfaction out of 100 properties in North America. Sharon congratulated Stuart and the Westin staff. She went on to say that travel expenditures will be qualified through media tracking by Paradise, passenger load numbers by the Orlando Sanford International Airport and by data collected from tour operators. Greg Dull recommended the CVB have staff conduct a baseline survey at the airport in August or September of this year and again next year to get an idea as to how the marketing efforts are working. Stuart Newmark recommended Paradise apply more calls-to-action in advertisement and promotional efforts. Comm. Henley requested qualified and quantified results of the travel and marketing efforts. Paradise contract is finalizing their three year contract in November and has two one-year options following. Questions regarding the goals of the TDC and CVB were briefly discussed. The goal is still there to increase the number of facilities available. Following questions and discussion, Stuart Newmark made the motion to approve the FY2011-12 Tourism Development Budget as proposed. Joe Montisano seconded the motion. The motion carried unanimously.

Sharon announced that Dennis Hale is no longer with the Embassy Suites Altamonte. The property has changed owners and has not yet selected their new General Manager. The sales staff remains the same. The Embassy will be making \$3.5M in renovations.

STAFF REPORTS

Emily Carbone provided the update report for Paradise. Copies of the 2011-12 Marketing Plan were distributed to the Board. Sports and Meetings continue to be the focus. Meetings are slowly starting to pick up again. The Wild Card and GAP program are new incentives for both the meetings and sports markets. The 4-hour drive market continues to be the target. New initiatives include the Orlando Sanford International Airport welcome help desk and the new mobile website. A sports research report is being finalized to help guide Sports marketing efforts. Paradise and the CVB staff are working on creating a top 25 “wish list” for both sports and meetings. The PR initiative will focus on Allegiant cities during the 2011-12 fiscal year. Emily announced that the CVB received a bronze Adrian Award for the online ad. The CVB has also received over \$5M in print and online media coverage during FY2010-11. Stuart Newmark recommended Paradise share any FY2011-12 co-op opportunities with hoteliers and partners so that they may consider them when planning their budgets.

Danny Trosset provided an overview of the Sports market. ECNL is coming back in December. The lead will be sent out to the hoteliers today. The 2011-12 calendar will be made available at the next TDC meeting. Softball, baseball and soccer are the primary areas for 2011-12 as well as lacrosse. Danny announced that next summer is looking to be a great for softball.

Steve Ryals provided an overview of the Meeting & Groups Market. Steve attended the North-Central Florida Meeting Planners Expo in March. No leads were generated. Meeting Spots was attended in May. Two leads were generated. Steve recently returned from the FSAE Annual Conference, he is still waiting to see if any leads come in from this event. None of the previous leads selected Seminole County as their host.

Dave provided a brief update from the Sports Commission. The Sunshine State Conference Tennis Championships generated over \$140K in direct economic impact. They may come back pending the dates. The FHSAA Tennis Finals generated more than 400 room nights, next year Seminole County will be hosting all four divisions. The NCAA Division II Tennis Championships brought in 32 teams from across the US to compete for the national champions title. The 14th Annual USASA National Veterans Cup generated over 1000 room nights and drew over 500 participants and spectators to Route 46 for a team celebration. They are looking to come back in 2013. The NCAA Division II Spring Sports Festival chose a different destination citing that the facilities were too spread out. The FHSAA Tennis Finals will be returning to Seminole County in April of 2012 and 2013. Stuart Newmark thanked and congratulated the CVB staff and the Central Florida Sports Commission for bringing in sports events during the slow summer months.

HOTEL OCCUPANCY

Red provided a brief update on the hotel occupancy. He stated hotel occupancy is up 8 points providing an increase of \$3M. The ADR still remains low. The actual numbers may be 2.5% greater than reported based on the fact that not all hotels provide their information.

ANNOUNCEMENTS

Chair Colleen Hufford announced the upcoming September 8th meeting and requested the Board member please notify the CVB staff if they have a conflict with the date.

ADJOURN: The meeting was adjourned by the Chair at 12:05 p.m.