

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
MARCH 11, 2010
HAMPTON INN & SUITES ALTAMONTE SPRINGS

MEMBERS PRESENT:

Greg Dull – Orlando Sanford International Airport (Chair)
Colleen Hufford – Council of Local Governments (CALNO) (Vice-Chair)
Steve Ragsdale – Westin Lake Mary
Commissioner Velma Williams – City of Sanford
Amy Nikolas – American Automobile Association
Dennis Hale - Embassy Suites
Joe Montisano – Central Florida Zoo & Botanical Gardens
Commissioner Carlton Henley – Board of County Commissioners

MEMBERS ABSENT:

Brian Morgan – Hampton Inn Altamonte Springs

CALL TO ORDER

The meeting was called to order at 10:06 a.m. by Chairman Greg Dull. Introductions followed.

APPROVAL OF JANUARY MINUTES

The January minutes were approved as proposed. The motion was made by Colleen Hufford and seconded by Steve Ragsdale. Motion carried unanimously.

SPONSORSHIP APPLICATIONS

2010 Babe Ruth Softball Southeast Regional Tournaments – Jason Weeks from the City of Altamonte Springs spoke on behalf of David Phillips and the Altamonte Girls Fast Pitch Softball Association. He gave details of the 2010 Babe Ruth Softball Regional Tournament to be held July 21-25, 2010. The amount requested is \$11,603 to be used for facility fees. Following questions and discussion, Colleen Hufford made a motion to approve funding for \$11,603. The motion was seconded by Joe Montisano and carried unanimously.

2010 ISA Tournaments – David Santiago gave details on the ISA and the 2010 ISA Tournaments which are composed of seven separate events. The 2010 dates include; April 17-18, May 1-2, June 12-13, June 19-20, July 3-4, July 17-18 and October 30-31. The amount requested is \$19,628 to be used for facility and bid fees. Following questions and discussion, Colleen Hufford made a motion to approve funding for \$19,628. The motion was seconded by Dennis Hale and carried unanimously.

To answer the questions and concerns raised by several of the attendees, Assistant County Attorney Ann Colby reaffirmed that each contract entered into with the TDC requires that all advertising and promotion of the approved events feature each and every hotel as well as its address and contact information. It is up to the CVB staff to make sure that it is being enforced and followed. The TDC cannot mandate that guests stay in any particular hotel but can make sure that the information given to the visitors provides information about every hotel property in the County.

PRESENTATIONS

Paradise Report – Fran Vaccaro and Michelle Montgomery, the new Public Relations Manager for Paradise Advertising & Marketing, gave a brief six month update on the 2009-10 Marketing Plan. Copies of the Marketing Plan were provided on disc to the board. The new website

is being designed and will hopefully be ready in May. Social media elements including Twitter, Flickr, YouTube and Facebook have been implemented this year. New photography and video was recently taken to broaden the library. Fifteen second TV commercials have been created using the new video footage and cable spots have been purchased to run statewide. The “A Free Night” campaign has been transformed from the previous “3rd night free” promotion to a more flexible arrangement that allows the partners to define the terms for a “free night” stay at their property.

Sports & Leisure – Danny Trosset reported that January was a good month. Florida Half Century brought in over 300 room nights generating a direct economic impact of \$220,000 for Seminole County. February’s tournaments produced over 138 room nights. In collaboration with the Sports Commission and Leisure Service, five bids have been submitted for events that will take place in 2012 and 2013. He reported they are also working with the USSSA to create a World Series event for the end of the year as well as working with the NCAA to host their first Green tennis championship event here in Seminole County in May. Danny ended his presentation with a summary report of the ROI generated by the events approved by the TDC for fiscal year 2009-10.

Meetings & Groups – Steve Ryals provided a summary report of the activities during the previous months including tradeshows attended and leads generated. He also provided an update on the status of the Task Force Committee. He worked with Helms Briscoe in hosting a dinner reception for the Youth for Christ Planning Committee as well as locating discounts for the group. The CVB in collaboration with the Hilton Altamonte and the Central Florida Zoo & Botanical Gardens hosted the FSAE Central Florida Meet and Greet which was a great success. It was the largest Central Florida Meet & Greet FSAE has ever held. The Meeting Planner FAM originally scheduled for January was not held. A site visit was provided to one meeting planner.

Central Florida Sports Commission – Jonathan Mousseau reported on the NCAA green event, the Rugby event brought in 40 teams, US Club Soccer is bring 86 teams from throughout Florida. He elaborated on some of the bids for future events including the 2012 Spring Festival which has the potential to generate about 6000 room nights. The National Lacrosse Showcase event decided to go to Fort Meyers due to the number of lit fields.

UPDATES

Sharon Sears reported that the County has restructured its departments. The Seminole County CVB is no longer under Economic Development; it is now under the Leisure Services Department. She introduced Joe Abel, Director of Parks & Leisure. She also stated that Paradise has won three Adrian Awards presented by HSMAI for pieces created for the Seminole County CVB including a Silver Award for AFreeNight.com, a Silver Award for the chomping gator online campaign, and a Bronze Award for the Crappie campaign. Paradise also received three awards at the Addy Awards including a Gold Award for the chomping gator online campaign, a Gold Award for the Sports Digital Guide, and a Silver Award for the consumer ad campaign. She expressed her thanks to Brian Morgan and his staff for hosting the TDC Meeting. She also announced the passing of Mary, the Central Florida Zoo’s 63 year old elephant. Sharon ended with a brief reported on the status of Allegiant stating that it was not pulling out of the Sanford Airport.

NEW BUSINESS - No new business for discussion or action.

ANNOUNCEMENTS

Tourism Industry Roundtable - March 17th, Orlando-Sanford International Airport
9:15am-12 noon

Tourism Awards Luncheon - May 13th, location TBA, 12noon-2pm

ADJOURN

The meeting was adjourned by the Chair at 11:37 a.m.