

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
NOVEMBER 18, 2010
HAMPTON INN & SUITES LAKE MARY

MEMBERS PRESENT:

Greg Dull (Chair) – Orlando Sanford International Airport
Amy Nicholas – American Automobile Association
Commissioner Carlton Henley – Board of County Commissioners
Stuart Newmark – Westin Lake Mary Orlando North
Frank Cirrincione – Hilton Orlando Altamonte Springs

MEMBERS ABSENT:

Dennis Hale – Embassy Suites Altamonte
Commissioner Colleen Hufford (Vice Chair) – City of Casselberry (CALNO)
Joe Montisano – Central Florida Zoo & Botanical Gardens
Commissioner Velma Williams – City of Sanford

CALL TO ORDER

The meeting was called to order at 10:04 a.m. by Chairman Greg Dull.

APPROVAL OF SEPTEMBER MINUTES

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

SPONSORSHIP APPLICATION

2011 Veteran's Cup – Jonathan Mousseau spoke on behalf of the United States Adult Soccer Association (USASA). He gave details on the history of the event. He stated that the County has hosted other events for them dating back to 2004. The Veteran's Cup is the largest of their events. The event is scheduled to take place in July of 2011 following the 4th of July. It is expected to bring in between 85 to 105 teams. The numbers stated in the application are on the conservative side. In previous years they have had 98 to 100 teams. USASA projects to bring in upwards of 1,100 room nights for this event. USASA is requesting funds in the amount of \$24,616; \$22,375 for Facility Fees at the Seminole Soccer Complex and \$2,241 for Facility Fees at Sylvan Lake Park. Following questions and discussion, Stuart Newmark made a motion to approve funding in the sum of \$24,616 for Facility Fees. The motion was seconded by Amy Nicholas and carried unanimously.

Seminole County Crappie Masters National Qualifier – Charles Davis spoke on behalf of the Bass Pro Crappie Masters. He gave details on the history of the event. The event will take place on February 4-5, 2011, at Lake Monroe and Lake Jessup. In 2010, 100 anglers came in from out of town, only 15 locals participated. They estimate between 120 to 130 anglers for 2011. Bass Pro Crappie Masters is requesting funds in the amount of \$8,500 for Promotional and Marketing Expenses. Following questions and discussion, Frank Cirrincione made a motion to approve funding in the sum of \$8,500 for Promotional and Marketing Expenses. The motion was seconded by Stuart Newmark and carried unanimously.

2011 MCFFU Flag Football World Championships – Jay Jones, CEO of the Metro Competitor Flag Football Union, and Brian Alford gave details on the history of the organization and its World Championship event. Jay stated that the organization is part of a circuit covering 15

states with over 5,000 competitors. In 2010 the event was held in Miami. One of the issues encountered there was the cost incurred by the players and their families. Brian stated that the event was hosted in Seminole County once before. MCFFU had a great time in Seminole County and enjoyed the facilities. The move was based on the fact that Kissimmee is there competitor and they wanted to brand themselves differently to set them apart from the competition. After their experiences, their consumers expressed an interest in returning to Seminole County. Brian stated that the organization is looking for a place to call home and wants to build off of the existing relationship established with Seminole County. MCFFU is requesting funds in the amount of \$2,860.12; \$2,105.12 for Facility Fees at Sylvan Lake Park and \$755.00 for Promotional/Marketing Expenses. Following questions and discussion, Amy Nicholas made a motion to approve funding in the sum of \$2,860.12 for Facility Fees and Promotional/Marketing Expenses. The motion was seconded by Stuart Newmark and carried unanimously.

Hall of Fame Sunshine Classic & Hall of Fame National Classic – Rich Hofman gave details on the history of the event. In 2010, the event was held at the Sanford Memorial Stadium and Seminole State College. The event was a great success therefore for 2011 there are plans to host two tournaments at the Sanford Memorial Stadium, with a few games being held at Seminole State College. Teams come from all over the US to compete. It is their intent to make these tournaments annual events. The tournament held in Seminole County in 2010 was rated by Baseball publication as the second best tournament in the Country. Hall of Fame Baseball is requesting funds in the amount of \$5,107.20 for Facility Rental Fees for Sanford Stadium. Seminole State College did not provide invoices to include in the proposal. Following questions and discussion, Stuart Newmark made a motion to approve funding in the sum of \$5,107.20 for Facility Fees contingent on meeting the 450 minimum room nights and an additional \$1,500 for Facility Fees if the event meets or exceeds a minimum of 700 room nights, contingent on providing the appropriate paperwork. The motion was seconded by Frank Cirrincione and carried by majority vote, Comm. Henley voted nay.

Orlando Cup – Biagio Montaiuti spoke in representation of the Champion Soccer Club and gave details on the event. This is a new international soccer event. The event is expected to bring teams from all over the world. They are expecting to bring in 100-200 soccer teams and generate a minimum of 1,100 room nights. Teams from Mexico, Columbia, Canada, Italy and other areas will be competing. Champion Soccer Club is requesting funds in the amount of \$23,700; \$5,710.50 for Facility Fees at Sylvan Lake Park and \$17,900 for Facility Fees at Seminole Soccer Complex. Following questions and discussion, Stuart Newmark made a motion to approve funding in the sum of \$23,700 for Facility Fees contingent on meeting a minimum of 2,000 room nights. The motion was seconded by Amy Nicholas and carried unanimously.

STAFF REPORTS

Sharon Sears reported on the successful FAM and Industry Roundtable held in recent weeks. She thanked the partners for their participation. Visit Florida hosted an informational session for our partners regarding their free website listing opportunity and other available resources. A video and photography scouting will be taking place in December to expand on the CVB's media portfolio. Sharon thanked the Chairman for his role in bringing Allegiant back to Seminole County.

Patrick Harrison extended his gratitude to the partners and the CVB staff for the successful FAM. He reported his end of year numbers of 366 editorials with a total value of \$5M.

Fran Vacarro reported that they are moving ahead with some of the new initiatives. The booking engine will be going live in the next few weeks. A competitive analysis will be done following the launch. The new Digital Report covers the social media platforms and website. The new photos and video resulting from the scouting will be used to enhance the digital media. Most of the collateral will be ready by January or February 2011. Sharon added that Paradise has won two international Adrian Awards in recognition of their work for the TV and website pieces created for Seminole County.

Danny Trosset provided a brief overview of the Sports Market. In 2009-10 the TDC funded a total of 13 events at a cost of \$65,000. The total amount of revenue generated for Seminole County hotels was \$550,000. He thanked everyone for being a part of this success. The upcoming ECNL tournament should be another great success. For 2009-10, the County hosted close to 40 different sporting events bringing in about 16,000 room nights. For 2010-11, we are working on bringing in 45-50 events and closer to 20,000 room nights. The calendar of sporting events will be ready soon and everyone should be receiving a copy by December 1st.

Steve Ryals provided an overview of the Meeting & Groups Market. He recently returned from Florida Encounter where he received an RFP on the floor and several leads which he will be following up on. He is still working on catching up on the Rejuvenate tradeshow for which he has already sent out one lead from the event. At the event there were over 1,000 attendees and he received three leads while on the floor. The numbers from Florida Encounter will be on the next report. Several reports were presented; Sales Detail, Tradeshow/Mission/FAM and Leads Report. Year to date he has had four events booked with a total of 891 room nights and a total economic impact of \$742,534. The reports presented, along with the Sales Activity Report, will be emailed to the partners.

Jonathan provided a brief update from the Sports Commission. He is working with Danny to prepare for the ECNL tournament in December. He has been working with US Club Soccer. Jonathan is waiting to get the results of several bids in the next couple weeks and has had several successful meetings with event organizers.

Red McCullough provided his report on hotel occupancy. Year to date, through October 2010, occupancy has gone up two to two and a half percent in comparison to last year. The total ADR has gone down \$2.89 from last year with the Altamonte/Longwood area down \$2.20 and the Lake Mary area down \$3.67.

NEW BUSINESS

Rosangela Santiago passed out a calendar of tentative meeting dates for the TDC for 2011. The TDC Board did not present any objections to the dates provided. Rosangela will proceed with making the arrangements for the host locations.

ANNOUNCEMENTS

Chairman Greg Dull thanked everyone from the Hampton Inn & Suites Lake Mary for hosting the meeting.

Sharon Sears announced that Paradise will be hosting a short presentation on a few plans they have for the 2010-11 year following the meeting. Everyone is invited and welcome to stay.

Sharon reported that this was the last official meeting for Greg Dull as Chairman. Comm. Colleen Hufford will become the new Chair in January. Sharon thanked Greg Dull and recognized him for his time, dedication and perfect attendance.

Sharon reminded the Board and guests of the upcoming TDC Holiday Luncheon on December 9th. Rosangela will be emailing everyone more information.

ADJOURN: The meeting was adjourned by the Chairman at 11:26 a.m.