

TOURIST DEVELOPMENT COUNCIL  
MEETING MINUTES  
NOVEMBER 17, 2011  
HILTON ORLANDO ALTAMONTE SPRINGS

MEMBERS PRESENT:

Commissioner Colleen Hufford (Chair) – City of Casselberry (CALNO)  
Stuart Newmark (Vice Chair) – Westin Lake Mary Orlando North  
Frank Cirrincione – Hilton Orlando Altamonte Springs  
Jacqueline Padilla – Hilton Garden Inn Lake Mary  
Amy Nicholas – American Automobile Association  
Commissioner Velma Williams – City of Sanford  
Joe Montisano – Central Florida Zoo & Botanical Gardens  
Commissioner Carlton Henley – Board of County Commissioners

MEMBERS ABSENT:

Greg Dull – Orlando Sanford International Airport

**CALL TO ORDER**

The meeting was called to order at 10:03 a.m. by Chair Colleen Hufford.

**WELCOMING REMARKS**

Sharon Sears welcomed the Board and guests.

**APPROVAL OF SEPTEMBER MINUTES**

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

**SPONSORSHIP APPLICATIONS**

*Hall of Fame Sunshine Classic* – Rich Hoffman gave details on the Hall of Baseball events scheduled to take place in March and April of 2012. In 2011, two showcase tournaments were hosted in Seminole County which generated 898 confirmed room nights. The event is guaranteeing a minimum of 775 room nights in 2012. The amount requested was \$11,172.00 to be used for facility fees at Sanford Stadium, Seminole State College and Winter Springs. Following questions and discussion, Frank Cirrincione made a motion to approve funding for \$11,172.00. The motion was seconded by Stuart Newmark and carried unanimously.

*Score at the Shore Soccer Showcase* – Danny Trosset and Dave Zsembik presented the application as the event organizer was doing sight visits across the County. Danny and Dave gave details on the Score at the Shore Soccer Showcase scheduled for February 18-20, 2012. The event had been hosted in Tampa for the past six years. The Tampa Bay Sports Commission confirmed that the event had generated well over 5,000 room nights every year. For 2012, the event is guaranteed to generate 1,500 room nights for Seminole County although the anticipated number far exceeds this count. The amount requested was \$16,952.04 to be used for facility fees at Sylvan Lake Park and the Seminole Soccer Complex. Following questions and discussion, Joe Montisano made a motion to approve funding of \$16,952.04 for facility fees. The motion was seconded by Stuart Newmark and carried unanimously.

*Florida Half Century State Senior Softball Tournaments* – Hank Schumann, Chairman of the Florida Half Century Amateur Softball Association, gave details on the State Senior Softball Tournaments scheduled for January 7-8, July 21-22 and August 4-5 of 2012. In 2011, Seminole County hosted five Florida Half Century Senior Softball tournaments. Each event generated an average of 225 room nights in weekend stays. The tournaments scheduled for 2012

are guaranteed to generate at least 200 room nights per event and a total of 725 room nights for all three events combined. The amount requested was \$10,077.60 to be used for facility fees at the Seminole County Softball Complex, Red Bug Lake Park and Merrill Park. Following questions and discussion, Stuart Newmark made a motion to approve funding in the amount of \$10,077.60 for facility fees. The motion was seconded by Amy Nicholas and carried unanimously.

***Spring Break Tennis*** – Lizzy Bellingham presented on behalf of Paul Bellingham and Spring Break Sports. Details about Spring Break Tennis scheduled for February 15 through April 8, 2012, were given. Spring Break Sports has been a top room night producer for Seminole County generating on average 1,000 room nights per year. The average stay is seven days per team. For 2012, the event is guaranteed to produce 910 room nights. The amount requested was \$15,500.60 to be used for facility fees at Sanlando Park, Sylvan Lake Park and Red Bug Lake Park, as well as for promotion and advertising expenses. Following questions and discussion, Jacqueline Padilla made a motion to approve funding in the amount of \$15,500.60. The motion was seconded by Frank Cirrincione and carried unanimously.

***United Soccer Cup*** – Bill Fisher, Tournament Director for US Club Soccer, gave details on the United Soccer Cup (formerly known as Florida Cup) scheduled for March 3-4, 2012. The United Soccer Cup has been held in Seminole County for the past two years. In 2010 the event generated 621 room nights and in 2011 it generated 430 room nights. For 2012, the event is being opened to non-members to increase participation. A guarantee of 725 room nights has been for this event in 2012. The amount requested was 10,796.00 to be used for facility fees at Sylvan Lake Park and Seminole Soccer Complex, as well as for marketing and advertising. Following questions and discussion, Joe Montisano made a motion to approve funding in the amount of 10,796.00 for facility fees and marketing and advertising. The motion was seconded by Amy Newmark and carried unanimously.

***Florida League High School Baseball Invitational*** – Stefano Foggi, VP of the Florida Collegiate Summer League, gave details on the 2012 Florida League High School Baseball Invitational Tournaments scheduled for March 19-23 and March 26-30, 2012. Teams from across the state and across the country come to participate in this event. In 2010, one tournament hosted in Seminole County generated 360 room nights. In 2011, two tournaments generated 579 room nights. The amount requested was \$8,887.00 to be used for facility fees at the Sanford Memorial Stadium and Seminole High School. Following questions and discussion, Comm. Williams made a motion to approve funding in the amount of \$8,887.00 for facility fees. The motion was seconded by Stuart Newmark and carried unanimously.

## **UPDATES**

***Central Florida Sports Commission*** – Dave Zsembik and Brent Nelson presented on behalf of the Central Florida Sports Commission. Brent Nelson provided details on the current status of their contract with Seminole County. The existing three year agreement is due to expire in February 2012. During the term of their contract, the Central Florida Sports Commission has contributed an average of 8,258 room nights per year and an economic impact averaging \$5.7M annually. The Sports Commission is asking the TDC Board for their recommendation to renew their contract with Seminole County for term March 1, 2012, to September 30, 2014 with the option to renew for two additional one year terms. Following questions and discussion, Stuart Newmark made a motion to approve funding in the amount of \$101,340 annually for the Central Florida Sports Commission to enter into a new contract effective March 1, 2012-September 30, 2014. The motion was seconded by Amy Nicholas and carried unanimously.

*Sanford Chamber of Commerce* – Charles Davis presented on behalf of the Sanford Chamber of Commerce on the results of the 2011 Thunder in the Streets event held on October 7-9, 2011. On August 2, 2011, the TDC Board unanimously approved funding for the event in the amount of \$3,500 for marketing and promotion with a guarantee of 150 room nights. Due to unforeseen weather, the event was rained out. As a result of the tropical storm, the Sanford Chamber has incurred great losses exceeding \$19,000 including the costs associated with the marketing and promotion of the event. The event was not insured and only 25 of the 150 guaranteed room nights were generated. The Sanford Chamber is asking the TDC Board for assistance in the amount of \$3,500, the amount previously approved by the Board under contract. Following questions and discussion, Stuart Newmark recommended funding assistance for half of the amount requested, \$1,750. Comm. Williams made a motion to approve the recommendation. The motion was seconded by Joe Montisano and carried unanimously. The item is to go before the Board of County Commission for approval.

### **STAFF REPORTS**

Danny Trosset provided an overview of the Sports market.

Rudy Webber and Patrick Harrison provided the update report for Paradise.

Dave Zsembik provided an update from the Central Florida Sports Commission.

### **NEW BUSINESS**

*Sports Complex* – Joe Abel, Seminole County Leisure Services Director, informed the TBD Board that 12-15 properties are currently being reviewed. The process is in conversation mode. He will return to the Board when more information is available.

### **ANNOUNCEMENTS**

Sharon Sears reminded the Board of the upcoming Tourism Holiday Luncheon on December 8<sup>th</sup> at the Hilton in Altamonte Springs. The invitations will be sent out soon.

**ADJOURN:** The meeting was adjourned by the Chair at 11:47 a.m.