

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
SEPTEMBER 9, 2010
AAA NATIONAL HEADQUARTERS

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
Joe Montisano – Central Florida Zoo & Botanical Gardens
Frank Cirrincione – Hilton Orlando Altamonte Springs

MEMBERS ABSENT:

Commissioner Carlton Henley – Board of County Commissioners
Commissioner Velma Williams – City of Sanford

CALL TO ORDER

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

APPROVAL OF JULY MINUTES

The July minutes were approved as proposed. The motion was made by Stuart Newmark and seconded by Colleen Hufford. Motion to approve passed unanimously.

SPONSORSHIP APPLICATION

2010 Spring Break Sports (SBS) Tennis Program – Paul Bellingham gave details on the history of the event. He stated that in March the event brought in 275 college tennis teams to the area which is up from 220 in 2009. This is the 6th year SBS is requesting TDC funds. In 2008 the event brought in 1,222 room nights, in 2009 the event brought in 1,165 room night and in 2010 SBS set a new record with 1,500 room nights. SBS projects to bring in upwards of 1,000 room nights in 2011. SBS is requesting funds in the amount of \$20,000; \$9,500 for Facility Rental Fees at Sanlando Park and \$10,500 for Marketing and Promotional Expenses. Following questions and discussion, Stuart Newmark made a motion to approve funding in the sum of \$20,000 for Facility Fees and Marketing and Promotional Expenses. The motion was seconded by Joe Montisano and carried unanimously.

US Club Soccer's 2011 Florida Cup – Jonathan Mousseau gave details on the history of the event. He stated this is the second time the event has been hosted in Seminole County. The organization is looking to bring 100 teams in 2011. US Club Soccer is requesting funds in the amount of \$11,069; \$10,069 for Facility Rental Fees at Sylvan Lake Park and Seminole Soccer Complex, and \$1,000 for Marketing and Promotional Expenses. Following questions and discussion, Dennis Hale made a motion to approve funding in the sum of \$11,069 for Facility Rental Fees and Marketing and Promotional Expenses. The motion was seconded by Colleen Hufford and carried unanimously.

2011 Sunshine State Conference Men's and Women's Tennis Championships – Jay Jones gave details on the history of the event. The event is a bracket style tournament with winning and losing brackets. The conference consists of nine college institutions throughout the State. Sunshine State Conference is requesting funds in the amount of \$1,773.20 for Facility

Rental Fees at Sanlando Park. Following questions and discussion, Colleen Hufford made a motion to approve funding in the sum of \$1,773.20 for Facility Rental Fees. The motion was seconded by Amy Nicholas and carried unanimously.

2010 Freedom Softball World Championship – Greg Iras gave details on the history of the event. This is the first time Freedom Worlds Softball Tournament will be hosted in Seminole County. In 2010, the event brought 175 room nights to the Tampa Bay area. The event is guaranteeing 150 room nights for Seminole County. The Freedom Sports Association is requesting funds in the amount of \$3,015.79 for Facility Rental Fees; \$2,383.42 for the Seminole County Soccer Complex and \$632.37 for Red Bug Lake Park. Following questions and discussion, Frank Cirrincione made a motion to approve funding in the sum of \$3,015.79 for Facility Rental Fees. The motion was seconded by Amy Nicholas and carried unanimously.

Florida Half Century State Senior Softball Tournaments – Mike Pilver gave details on the history of the event. The series of tournaments is composed of two day events that are guaranteed to bring in upwards of 1,000 room nights in all. The organization is looking to expand to bring in teams from northern states and from south Florida. The Florida Half Century Senior Softball Organization is requesting funds in the amount of \$18,741.80 for Facility Rental Fees at the Seminole County Softball Complex, Merrill Park, and Red Bug Lake Park at a cost of \$3,748.36 per tournament for a series of five (5) tournaments. Following questions and discussion, Stuart Newmark made a motion to approve funding in the sum of \$18,741.80 for Facility Rental Fees. The motion was seconded by Colleen Hufford and carried unanimously.

PRESENTATIONS

2010-11 Marketing Plan – Fran Vaccaro and Sharon Sears went through an overview of the marketing plan for the upcoming year that extends out to 2013. The plan is adjustable if and when needed. 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. The strategy is to market Seminole County as a unique recreational, nature-based outdoor destination. The focus of the paid media continues to be the four hour drive market. The media plan is supplemented by PR, digital, social and sales efforts. The digital and PR extend the reach of the paid media. Fran encouraged the board and attendees to visit the newly enhanced website which completes the brand. A booking engine will be integrated into the website which will be completely free of cost to the partners. The engine will direct visitors to the partner websites to book their accommodations. Under the new initiatives will be a meeting planners tool kit. This tool kit will be available on the website and will be called the GAP program. These tools will help the sales team and meeting planners drive groups to our destination. The newsletters will be more extensive this year. Monthly consumer e-newsletters will be sent out. The plan includes adding more pictures, more video and more content to the website. A secured partner login area will be integrated into the website for partners to access information that is not available to the general consumer looking to our destination. A new mobile website is also included in the plan. We will be adding e-newsletters for the group and sports markets. The Wild Card initiative will take the place of “A Free Night” and will include deals and specials from all partners including hoteliers, attractions, restaurants, and shopping. The Wild Card will direct visitors the website where the deals will be posted. The rack brochures will be updated this year. The Wild Card will be included in the updated rack brochure. Fran reviewed the target markets, planned media buys and co-op opportunities. The marketing plan is available for review online at VisitSeminole.com. A CD with a PDF version of the Marketing Plan was made available at the meeting for those who wanted one to take along. Patrick Harrison presented the Public Relations media numbers. He stated that the PR value and ad equivalency are totaling \$5M worth. The

media shows were successful this year. The focus remains on the same markets for next year. The tradeshow market strategy will change a little. Some of the tradeshow budget will be used for desk-side meeting by Sharon to target market areas. The media kit will be converted from the gator folder to the CD which is more customizable. Bigger and better FAMS are in the plans. Following the presentation, Colleen Hufford made a motion to approve the marketing plan as presented. The motion was seconded by Stuart Newmark and carried unanimously.

STAFF REPORTS

Patrick Harrison announced an upcoming media FAM for October and listed the participating media. Partners will be contacted with more information on the FAM.

Danny Trosset provided a brief overview of the Sports Market. He began by providing a TDC Funding Analysis Report that summarizes the TDC investments during the current year. Year-to-date, Seminole County has hosted 12 TDC funded events. The TDC has invested approximately \$65,000 to generate over 6,000 room nights, yielding \$530,000 in direct hotel revenue. For every dollar spent, \$8.19 on average was returned. This new tools can be utilized as a bid evaluation tool for future events. He provided an update on the ECNL tournament, most hotels are sold out. There are teams still looking to book rooms. There are currently over 3,000 confirmed booked room nights in Seminole County. Danny would like to put together an ECNL Committee to offer the teams the highest level of customer service. Emails will be sent out to the partners to recruit participants. Restaurants and attractions will also be contact. The upcoming calendar of sporting events should be completed by October 1st. It will be sent out to the partners upon completion. By request, the economic impact of the sporting events will be added to the TDC Funding Analysis Report. Danny is working with hotels in Maitland and Debarry to help accommodate ECNL teams. A survey will be used to generate feedback from the ECNL teams regarding their stay.

Steve Ryals provided an overview of the new sales reports. Four reports were presented; Tradeshow/Mission/FAM, Leads, Sales Detail and Sales Activity. The reports will be included in the upcoming meetings and emailed to the partners.

Jonathan provided a brief update from the Sports Commission. He stated that the events Seminole County has hosted successfully in previous years has led to such acquisitions as the upcoming ECNL event in December. He will be bidding on USA Rugby, spring and fall events. He is working with Hall of Fame Baseball to bring all of their events to Seminole County next year. FHSA is pending for January. The Sunshine State Conference will be hosted in Seminole County pending TDC approval. The United States Adult Soccer Association has awarded Seminole County the Veteran's Cup. More information will come in the next meeting. Division II NCAA Tennis Championships has been held in Seminole County the past two years and will be back next spring. The event has been nominated for a national award by Sports Travel Magazine for best overall sporting event. Jonathan urged attendees to go online and vote.

Red McCullough was not present to provide his report.

ANNOUNCEMENTS

Sharon presented the international Adrian awards received for Paradise's creative and marketing efforts; a silver award for AFreeNight.com, a silver award for the Chomping Gator ad, as well as a bronze for the Crappie Masters ad.

Sharon Sears announced the upcoming Tourism Roundtable to be held on October 14th at the Hyatt Place Lake Mary. Emails will be sent out.

Sharon reported that the Gator Display has been complete and is available for viewing at the CVB Welcome Center. The artist is a Zoo employee and the arrival of the display was published in the local Sanford paper.

The next TDC meeting will be on November 18th at the Hampton Inn & Suites Lake Mary.

Commissioner Colleen Hufford extended an invitation to everyone to attend the 70th Anniversary Celebration on the City of Casselberry on October 7th at Lake Concord Park.

NEW BUSINESS

Joe Abel addressed questions regarding Jetta Point. The project is currently under review.

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