

TOURIST DEVELOPMENT COUNCIL
MEETING MINUTES
JANUARY 13, 2011
ORLANDO MARRIOTT LAKE MARY

MEMBERS PRESENT:

Commissioner Colleen Hufford (Chair) – City of Casselberry (CALNO)
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
Commissioner Velma Williams – City of Sanford
Joe Montisano – Central Florida Zoo & Botanical Gardens

MEMBERS ABSENT:

Greg Dull (Chair) – Orlando Sanford International Airport
Dennis Hale – Embassy Suites Altamonte

CALL TO ORDER

The meeting was called to order at 10:13 a.m. by Chair Colleen Hufford.

APPROVAL OF NOVEMBER MINUTES

The November minutes were approved as proposed. The motion was made by Stuart Newmark and seconded by Joe Montisano. Motion to approve passed unanimously.

STAFF REPORTS

Sharon Sears shared a video produced by Brazilian journalist of their visit to Seminole County following a recent FAM. The editors from the Brit's Guide to Orlando provided the CVB with a copy of their coverage of Seminole County following their visit. Seminole County received a total of three pages of coverage in their publication. Following the FAM, Seminole County has been in three publications and four websites. Sharon announced that that Sports Events Magazine has named Seminole County as a location to watch, as a location that is up and coming, and for the second year in a row Danny Trosset has been named as someone to watch in the sports industry.

Danny Trosset provided an overview of the ECNL event held in December. He reported the event was a great success and thanked all of the participating partners for their support. Over 150 college coaches and scouts came to Seminole County to recruit girls from these national teams. Other coaches have already approached Danny expressing their interest in bringing their event to Seminole County. The event had a total of 112 participating teams from 35 national clubs covering 22 States; Florida was not one of them. An estimated 150 college coaches and recruiters were in attendance, over 3,000 visitors came to Seminole County for the event, and over 20 Seminole County hotels reported room nights totaling over 3,500. Participating restaurants reported 40-80% increase in sales during this time frame. For every dollar spent \$21.32 in direct hotel revenue. The ECNL Board will be meeting to discuss future plans including the possibility of coming back. Sharon thanked the partners and all the volunteers for their support. The police and fire departments for were also recognized for their outstanding service during the event.

Steve Ryals provided an overview of the Meeting & Groups Market. He stated that the reports presented, along with the Sales Activity Report, will be emailed to the partners. At Florida Encounter he generated four leads with a potential of 271 room nights. He forwarded these leads to the hotels. At Rejuvenate he generated three leads with a potential of 600 room nights. From January to December 2010, a total of 932 room nights were booked with approximately 1,017 attendees and a total economic impact of \$776,113. This does not include events currently taking place. For the next meeting Steve will provide an annual summary which will include the numbers generated from the John Dear event.

Jonathan provided a brief update from the Sports Commission. He thanked everyone for helping make the ECNL tournament a great event. US Sports Congress meeting to generate some leads. The Sports Commission and the CVB are speaking with the NCAA. FHSAA has been a main event for the County which is coming up for bids in the spring. We were awarded the 2011 Metropolitan Junior Baseball League Classic and Black College World Series which will take place in late July 2011. Details on the event are forthcoming.

NEW BUSINESS

Danny Trosset presented revisions to the TDC Sponsorship Application. Recommendations were made to provide a tutorial to aid the applicant with the application process. Following questions and discussion, Stuart Newmark made a motion to approve the guidelines discussed appropriate upon the review and approval of the County Attorney. The motion was seconded by Joe Montisano and carried unanimously.

Ann Colby clarified that the Sunshine Law flyer distributed had not been prepared or reviewed by her and asked the Board to place this item aside as she will prepare one for the Board.

ANNOUNCEMENTS

Chair Colleen Hufford thanked the Orlando Marriott Lake Mary for hosting the meeting.

The next meeting will be March 10th at the Central Florida Zoo & Botanical Gardens.

ADJOURN: The meeting was adjourned by the Chair at 11:48 a.m.