

TOURIST DEVELOPMENT COUNCIL  
MEETING MINUTES  
NOVEMBER 13, 2008  
SEMINOLE COUNTY SPORTS TRAINING CENTER

MEMBERS PRESENT:

Sandra Furlong – American Automobile Association  
Dennis Hale - Embassy Suites  
Commissioner Carlton Henley – Board of County Commissioners  
Mayor Linda Kuhn (Chair) – City of Sanford  
Jamie Ross (Vice Chair) – Hyatt Place  
Kathryn Townsend - Seminole Cultural Arts Council

MEMBERS ABSENT:

Greg Dull – Orlando Sanford International Airport  
Colleen Hufford – Council of Local Governments (CALNO)  
Brian Morgan – Hampton Inn Altamonte Springs

**CALL TO ORDER**

The meeting was called to order at 10:00 a.m. by Chairman Linda Kuhn. Introductions followed.

**APPROVAL OF SEPTEMBER MINUTES**

The September minutes were approved as proposed. The motion was made by Kathryn Townsend and seconded by Sandra Furlong.

**SPONSORSHIP APPLICATIONS**

**Florida Collegiate Summer League (FCSL)** – Sara Whiting gave details of the 2<sup>nd</sup> Annual National High School Invitational to be held March 28-April 3, 2009. The amount requested is \$10,000 to be used for promotional expenses, advertising and publicity. Following questions and discussion, Sandra Furlong made a motion to approve funding for \$10,000. The motion was seconded by Kathryn Townsend and carried.

**Central Florida Scottish Highland Games** – Chip Crawford gave details of the 2009 event to be held January 17-18, 2009. The focus of this year's advertising campaign is the East vs. West USA Athletic Competition to be held on Saturday, with regular athletic competition on Sunday. There will a free musical event at Winter Springs Town Center on Saturday evening. The amount requested is \$14,572.00 to be used for promotional expenses and advertising/publicity. The discussion that followed was primarily related to room nights, surveys and tracking mechanism. Jamie Ross commented January is normally a busy month for Seminole County hotels. Mr. Crawford responded it would be extremely detrimental to change the date. The motion to approve \$14,572 subject to adjustment for actual room nights was made by Dennis Hale. The motion was seconded by Kathryn Townsend and carried.

**Bed Tax Increase** – Bill McDermott recalled discussion relative to adding two additional cents to the current 3% bed tax, to be dedicated to upgrades and improvements to Seminole County sports venues. Two public hearings will be held in November and December to address each penny individually. Mr. McDermott explained per Florida statute the two additional pennies must replace two existing pennies currently used for promotion of the County. He requested the TDC's recommendation to County Commissioners through a vote. Discussion followed. Several members expressed concern about the timing. Dennis Hale suggested delaying the increase by one year. Commissioner Henley disagreed. He noted five percent is still less than other counties'

TDC – NOVEMBER 13, 2008

bed tax, and moving forward with improvements will allow Seminole County to be more competitive. Danny Trosset added he understands hoteliers are struggling, but sports is one of the biggest markets for the County. He noted the CVB plans to focus its efforts on driving more sports groups into our area. Bill McDermott added Seminole County's strategy to increase room nights, particularly on weekends is to pursue sports. In order to do that we need money to build venues that are competitive in the market place. The bed tax increase is an alternative to unavailable General Fund dollars.

Joe Abel, Director of Leisure Services, reviewed costs and timeline for Jetta Park and Soldiers Creek improvements. He noted a system is in place for league play (week nights) and tournament play (weekends). He does not recommend manipulating the size of fields at Jetta Park as it will result in loss of NCAA interest for tournaments. With approval to proceed, Mr. Abel hopes to secure a national event for spring 2011.

Kathryn Townsend made a motion to recommend TDC's approval, and Sandra Furlong seconded the motion. The motion carried with one opposed.

**OLD BUSINESS** – No old business for discussion or action.

**NEW BUSINESS** - No new business for discussion or action.

**STAFF REPORTS**

Paradise Advertising & Marketing gave a brief update on the new leisure campaign.

**ADJOURN**: The meeting was adjourned by the Chair at 11:30 a.m.