



## **Tourist Development Council**

### **Meeting Agenda**

*Thursday, February 12<sup>th</sup>, 2015 3pm-5pm*

*Location: Hilton Garden Inn, Lake Mary*

- I. Call to Order, Moment of Silent Meditation, Pledge of Allegiance**
- II. Welcoming Remarks & Introductions**
- III. Guest Speaker- Angela Iverson, 2016 National BBQ Competition**
- IV. Approval of January Minutes\***
- V. Consent Agenda Item \***
  1. Recommend approval for funding in the amount of **\$5,350** for the **2015 Florida High School Athletic Association Boys and Girls Tennis Championships** scheduled to take place **April 13-17, 2015 at Sanlando Park, Sylvan Lake Park, and Red Bug Lake Park** Funds will be used for the rental of the tennis courts This event has guaranteed a **minimum of 600 room nights** for Seminole County hotels with an **estimated economic impact of \$340,000.00**.
  2. Recommend approval for funding in the amount of **\$3,425** for the **2015 Champions Cup Soccer Tournament** scheduled to take place **May 16-17, 2015**. Funds will be used to pay for field rental fees at **Sylvan Lake Park and the East Lake Mary Boulevard airport fields**. This event has guaranteed a **minimum of 901 room nights** for Seminole County hotels with an **estimated economic impact of \$2,700,000**.
  3. Recommend approval for funding in the amount of **\$4,000** for the 2015 annual funding agreement for the **Welcome Center Booths at the Sanford International Airport**. Funds are budgeted for FY 2014-2015.
- VI. TDC Reports and Presentation**
  1. Follow Up Presentation and Discussion on Tourism Brand and Identity - Rudy Webb
  2. Update on Visitor Profile Research - Danny Trosset
  3. Update on Seminole County Sports Complex - Joe Abel
  4. Meetings Sales Report - Stephanie Hunicke
  5. Sports Sales Report and 2014 ECNL Recap - Hannah Sedigh
  6. Paradise Marketing Report - Rudy Webb
  7. Hotel Occupancy Report - Red McCullough
- VII. Business to be discussed at next TDC meeting**
- VIII. Open Discussion**
- IX. Announcements**
- X. Adjourn**

**Save the date for our next TDC meeting:**

**March 12, 2015 - Central Florida Zoo & Botanical Gardens, 3-4:30pm**

*\* These items need formal action by the TDC.*

*PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE HUMAN RESOURCES DEPARTMENT, ADA COORDINATOR 48 HOURS IN ADVANCE OF THE MEETING AT 407-665-7941.*

*PURSUANT TO FLORIDA LAW, THE PUBLIC HAS THE RIGHT TO BE HEARD ON ALL PROPOSITIONS. PUBLIC COMMENT TIME ON PROPOSITIONS SHALL BE THREE (3) MINUTES FOR INDIVIDUALS AND SIX (6) MINUTES FOR GROUP REPRESENTATIVES. PROPER DECORUM WILL BE OBSERVED.*