



Tourist Development Council

Meeting Agenda

Thursday, January 15, 2015

Wekiva Island

3pm-5pm

- I. Call to Order, Moment of Silent Meditation, Pledge of Allegiance**
- II. Welcoming Remarks & Introductions**
- III. Appointment of Chair and New Vice Chair of TDC for 2015**
- IV. Approval of November Minutes***
- V. Consent Agenda Item * Requires Vote by TDC**
 1. Recommend approval for funding in the amount of **\$5,775.00** for the **2015 University Athletic Association (UAA) Men's and Women's Collegiate Tennis Championships** scheduled to take place **April 23-27, 2015** at Sanlando Park. **Funds will be used for facility rentals:** tennis courts at Sanlando Park. This event has guaranteed a **minimum of 320 room nights** for Seminole County hotels with an **estimated economic impact of \$176,000.00**.
 2. Recommend approval for funding in the amount of **\$9,426.00** for the **2015 University Athletic Association (UAA) Collegiate Men's Baseball and Women's Softball Championships** at the Sanford Memorial Stadium and the Seminole County Softball Complex, scheduled to take place **March 8-15, 2015**. Funds will be used to **pay for field rental fees**. These two events combined have a **guaranteed minimum of 1,100 room nights** for Seminole County hotels with an **estimated economic impact of \$850,000.00**.
 3. Recommend approval for funding in the amount of **\$13,550.00** for a total of **nine (9) Super Nine Series youth baseball tournaments** hosted by Red Raiders Baseball Club. The nine events are **two day weekend events held throughout the year**. **Funds will be used for the rental of the Soldiers Creek Park** at \$1,500.00 per event. This series of events has a **guaranteed minimum of 150 room nights per tournament with a final combined room night count of 1,350 room nights** for Seminole County hotels with an **estimated economic impact of \$516,564.00**.
 4. Recommend approval for funding in the amount of **\$21,160.00** for a total of **four (4) Florida Half Century Senior Softball Tournaments** hosted by the Florida Half Century Senior Softball Association. The four events are **two day weekend events held throughout the year**. **Funds will be used to pay for field rental fees** at Seminole Softball Complex, Merrill Park, Central Winds Park, and the Oviedo Softball Complex. These four events have a **guaranteed minimum of 363 room nights per tournament with a final combined room**

** 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.

night count of 1,452 room nights for Seminole County hotels with an estimated economic impact of \$685,326.00 for all 4 events.

VI. TDC Reports and Presentation

- 1. Presentation and Discussion on Tourism Brand and Identity**
- 2. Update on RFP for Visitor Profile Research and Tourism Marketing Services**
- 3. 2015 TDC Meeting Dates and Calendar Overview - Rosangela Santiago**
- 4. 2015 Tourism Subcommittee Meetings - Danny Trosset**
- 5. Update on Seminole County Sports Complex - Joe Abel**
- 6. Meetings Sales Report - Stephanie Hunicke**
- 7. Sports Sales Report and ECNL Recap - Hannah Sedigh**
- 8. Hotel Occupancy Report - Red McCullough**

VII. TDC Review and Discussion

- 1. Clear Channel Airport Contracts - Danny Trosset**

VIII. Announcements

IX. Business to be discussed at next TDC meeting

X. Open Discussion

XI. Adjourn

Save the date for our next TDC meeting:

February 12th, 2015

Address for Wekiva Island:

1014 Miami Springs Dr, Longwood, FL 32779

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