



Tourist Development Council

Meeting Agenda

Thursday, June 11, 2015 3pm-5pm

Location: Westin Hotel Lake Mary

- I. Call to Order, Moment of Silent Meditation, Pledge of Allegiance**
- II. Welcoming Remarks & Introductions**
- III. Approval of May Minutes***
- IV. Consent Agenda Item ***
 1. Recommend approval for funding in the amount of **\$6,500** for the **2015 USSSA Men's and Women's State Softball Tournament** scheduled to take place **July 25-26, 2015** at Seminole County Softball Complex and Oviedo Softball Complex. **Funds will be used for the rental of the softball fields.** This event has **guaranteed a minimum of 350 room nights** for Seminole County hotels with an **estimated economic impact of \$480,354.00**
- V. TDC Presentation***
 1. Central Florida Zoo Presentation and FY15/16 Funding Request - Phillip Flynn
- VI. TDC Updates**
 1. Tourism Rebrand Initiative
 2. Marketing Subcommittee
 3. Tourism Marketing Visitor Profile Research
 4. Tourism Budget and Sports Complex
 5. Hotel Occupancy Report- Red Mcullough
- VII. TDC Review and Discussion (if needed)**
 1. Sports Sales Report
 2. Paradise Marketing Report
- VIII. Announcements**
- IX. Business to be discussed at next TDC meeting**
- X. Open Discussion**
- XI. Adjourn**

Save the date for our next TDC meeting:

July 9, 2015 Location: Embassy Suites Altamonte Springs

** 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.