



Tourist Development Council

Meeting Agenda

Thursday, March 12, 2015 3pm-5pm

Location: Central Florida Zoo and Botanical Gardens, Wayne Dencsh Meeting Room, Sanford

- I. Call to Order, Moment of Silent Meditation, Pledge of Allegiance**
 - II. Welcoming Remarks & Introductions**
 - III. Approval of February Minutes***
 - IV. Consent Agenda Item * Requires Vote by TDC**
 1. Recommend approval for funding in the amount of **\$9,500** for the **2015 Florida Amateur Softball Association Girls State Softball Tournament** scheduled to take place **June 12-14, 2015** at **Seminole County Softball Complex, Merrill Park, Oviedo Softball Complex, Central Winds Park, and Soldiers Creek Park**. Funds will be used for the rental of the softball fields. This event has **guaranteed a minimum of 501 room nights** for Seminole County hotels with an estimated **economic impact of approximately \$455,000**.
 2. Recommend approval for funding in the amount of **\$5,000** for the **2015 USSSA Girls NIT softball Tournament** scheduled to take place **May 2-3, 2015**. Funds will be used to pay for field rental fees at **Oviedo Softball Complex and the Seminole County Softball Complex**. This event has **guaranteed a minimum of 301 room nights** for Seminole County hotels with an estimated **economic impact of approximately \$273,782.00**
 - V. TDC Reports and Presentation**
 1. Follow up presentation on tourism brand and identity- Rudy Webb
 2. Update on Seminole County Sports Complex and upcoming BCC work session- Joe Abel
 3. Update on Tourism Marketing and Advertising Services- Danny Trosset
 4. Tourism FY 15-16 Draft Budget Overview- Finance Subcommittee
 5. Hotel Occupancy Report- Red McCullough
 6. Tourism Subcommittee Meetings- Danny Trosset
 - VI. TDC Review and Discussion (if needed)**
 1. Meetings Sales Report
 2. Sports Sales Report
 3. Paradise Marketing Report
 - VII. Announcements**
 - VIII. Business to be discussed at next TDC meeting**
 - IX. Open Discussion**
- Save the date for our next TDC meeting:**
- **April 9, 2015- Orlando Marriott Lake Mary**

** 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.