



## **Tourist Development Council**

### **Meeting Agenda**

*Thursday, March 13<sup>th</sup>, 2014*

*Location: Central Florida Zoo*

*3:00pm-4:45pm*

- I. Call to Order, Moment of Silence, Pledge of Allegiance**
- II. Welcoming Remarks & Introductions**
- III. Public Participation**
- IV. Approval of February Minutes\***
- V. Consent Agenda Item- Requires TDC Vote\***
  - a. Recommend approval for the purchase of six (6) Tennis Umpire Chairs to be purchased by the CVB for Sanlando Park for the 2014 NCAA Tennis Championships in May and other large scale tennis events. Estimated cost for the six umpire chairs is \$4,179.30. These funds were not budgeted but are available within the Tourism sports portion of the budget.
  - b. Recommend approval in the amount of \$4,000 for the Seminole County CVB to enter into four party joint agreement between the Sanford Regional Chamber of Commerce, Seminole County CVB, Metro Orlando Economic Development Commission, and the Sanford Airport Authority for the labor cost to staff the two visitor information booths at the Sanford International Airport for 2014 located at the welcome center which has a high volume of international passengers and the other booth located in the lobby at Terminal B which also receives heavy domestic passenger interaction. Each of the four partners is required to pay \$4,000 for both booths for 2014. These funds have been budgeted and are available within the Tourism admin budget.
  - c. Recommend approval for funding for United States Specialty Sports Association (USSSA) in the amount of \$5,028.55 for facility fees to be paid to Seminole County Softball Complex, Red Bug Lake Park, and the Oviedo Sports Complex for the 2014 USSSA SUPER NIT Adult Softball tournament held May 30-June 1, 2014. USSSA has guaranteed the 2014 NIT event will generate a minimum of 301 total room nights with an estimated economic impact of \$350,240.00. These funds are available within the Tourism sports portion of the budget.
- VI. Review of Tourism's FY13-14 Marketing Plan- Marketing Subcommittee**

**Continued on back...**

*\* 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.*

**VII. TDC Reports**

- a. CVB Update- Danny Trosset
- b. CVB Group Sales Report- Stephanie Hunicke
- c. Sports Commission Sales Report- Hannah Sedigh
- d. Paradise Report- Rudy Webb
- e. Hotel Occupancy Report- Red Mcullough

**VIII. Updates**

- a. Central Florida Zoo Update- Joe Montisano
- b. Sports Complex Update
- c. Upcoming meetings, tradeshows, and events

**IX. New Business**

**X. Discussion and Announcements**

**XI. Adjourn**

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

**April 10<sup>th</sup> 2014 3pm-5pm**

**Location-TBD**

*\* 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.*