



Tourist Development Council

Meeting Agenda

September 10, 2015 3pm-5pm

Location: Hilton Garden Inn Lake Mary

REVISED

- I. Call to Order, Moment of Silent Meditation, Pledge of Allegiance**
- II. Welcoming Remarks & Introductions**
- III. Approval of August Minutes***
- IV. TDC Updates and Presentations**
 1. Tourism Rebrand Approval and Next Steps
 2. Sports Commission Approval and Next Steps
 3. Presentation of FY 15-16 Tourism Sales and Marketing Plan
 4. Additional Marketing Opportunities Discussion
 5. Hotel Occupancy Report - Red McCullough
- V. TDC Review and Discussion (if needed)**
 1. Meetings Sales Report
 2. Sports Sales Report
 3. Paradise Marketing Report
- VI. Announcements**
- VII. Business to be discussed at next TDC meeting**
 1. End of the Year Sales and Marketing Recap for FY 14-15
- VIII. Open Discussion**

Save the date for our next TDC meeting: October 8th 2015; Location TBA

** 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.