

**SEMINOLE COUNTY
TOURISM DEVELOPMENT COUNCIL
February 13, 2014 MEETING MINUTES**

ATTENDANCE:

Members Present: Commissioner John Maingot, Frank Cirrincione, Greg Pflug, Theo Hollerbach, Bruce Skwarlo, Commissioner Carlton Henley, Mark Plebanski, Mayor Jeff Triplett, and Diane Crews (late)

Members Absent: None

Staff Present: Joseph R. Abel, Leisure Services Director
Danny Trosset, CVB Director
Stephanie Hunicke, Groups Sales Manager
Rosangela Santiago, CVB Senior Staff Assistant
Sarah Collins, Customer Service Representative
Hannah Sedigh, Central Florida Sports Commission
Ann Colby, Assistant County Attorney

LOCATION: Hilton Garden Inn Lake Mary
705 Currency Circle
Lake Mary, FL 32746

TIME: Meeting called to order at 3:01 p.m., quorum in attendance.

WELCOMING REMARKS & INTRODUCTIONS: Chair Maingot welcomed everyone to the meeting.

PUBLIC PARTICIPATION: No questions or comments made.

REVIEW OF NEW TOURISM WEBSITE: Rudy Webb and Glenn Bowman introduced the Council to the newly soft-launched website. Following questions and discussion, it was recommended by Chair Maingot that a committee be formed to review the website. Theo Hollerbach was nominated to head the committee. Ann Colby reminded the Council of the Sunshine Laws.

MARSHALL MURDAUGH'S STRATEGIC PLANNING REPORT REVIEW: Danny Trosset presented an overview of the report along with recommendations for consideration. Diane Crews recommended modifications to the Vision Statement. The Council agreed on the formation of subcommittees including: Marketing, Finance, Strategic Planning and Tour Packaging. Diane Crews and Theo Hollerbach expressed interest in participating in the Marketing subcommittee, Bruce Skwarlo and Mayor Jeff Triplett agreed to participate in the Finance subcommittee, Greg Pflug was nominated to lead the Tour Packaging

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subcommittee. Ann Colby provided insight into changing TDC governance policies. Danny Trosset will be contacting Council members for recommended changes.

TDC REPORTS:

CVB Group Sales Report - Stephanie Hunicke provided a review of her sales report.

Sports Commission - Hannah Sedigh presented an overview of her report as well as a presentation on the Economic Impact multipliers and sources as requested by the Council at the January meeting.

Paradise Report - Rudy Webb provided an overview of the most recent developments. Paradise will be working with the Sales staff to design campaigns around their sales efforts. He also reported a FAM is currently being organized for the Meetings media market. Upcoming, Paradise will be working on designing new marketing collateral.

Hotel Occupancy Report - Red McCullough reported occupancy is up 2.5 points year-over-year.

UPDATES:

Sports Complex - Danny Trosset announced there is an upcoming Board of County Commission work session scheduled for Tuesday, February 25th. He will send out an email once the time is confirmed. Bruce Skwarlo requested the hotel room nights for 2013.

Upcoming Tradeshows and Events - Danny Trosset provided a quick overview of upcoming tradeshows and events being attended by CVB staff.

NEW BUSINESS: None.

DISCUSSION AND ANNOUNCEMENTS: Diane Crews updated the Council on the status of the inbound travelers stating 1.2M are via domestic flights.

Chair Maingot requested the TDC members inform Danny Trosset of their desired subcommittee participation.

ADJOURN: Chair Maingot adjourned the meeting at 4:40pm.