

**SEMINOLE COUNTY
TOURISM DEVELOPMENT COUNCIL
MAY 14, 2015 MEETING MINUTES**

ATTENDANCE:

Members Present: Theo Hollerbach, Bruce Skwarlo, Diane Crews, Greg Pflug, Commissioner Henley, Chipp Frame, Mayor Jeff Triplett

Members Absent: Frank Cirrincione, Mayor John C. Maingot

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

Staff Absent: Stephanie Hunicke, Groups Sales Manager

Location: Hampton Inn and Suites
Altamonte Springs, FL 32714

TIME: Vice Chair Theo Hollerbach called the meeting to order at 3:00pm, a quorum was in attendance.

WELCOMING REMARKS & INTRODUCTIONS: Introductions were made by all in attendance.

APPROVAL OF APRIL MINUTES: Mayor Jeff Triplett made the motion to approve the minutes as presented. The motion was seconded by Comm. Henley and passes with a vote of six, Commissioner Henley abstained.

CONSENT AGENDA ITEM:

The TDC recommended approval of the consent item below. Following questions and discussions, a motion for approval was made by Mayor Triplett and seconded by Bruce Skwarlo. The motion passed by a vote of six, Diane Crews abstained.

Recommended approval for funding in the amount of \$9,600 for the 2015 ASANA World Series Softball Tournament scheduled to take place October 19-24, 2015 at Seminole County Softball Complex and Merrill Park. Funds to be used for the rental of the softball fields. The event organizer has guaranteed a minimum of 720 room nights for Seminole County hotels with an estimated economic impact of \$1,113,116.00.

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TDC REPORTS AND UPDATES:

Follow up discussion on Sports Complex BOCC May 12th Work Session

Joe Abel presented an overview of the work session. Focus based on three buckets: operations, business development, and marketing. Reviewed financials, tourism tax use, hotel room nights and economic impact. PowerPoint presented available via Danny Trosset.

Conversation developed on the redirecting of funds to the sports market from the leisure market. Vice Chair Theo Hollerbach voiced his concern and requested a breakdown of the sports budget. Assistant County Attorney Ann Colby shared historic information on the creation of a once Tourism Consortium by local tourism businesses which contributed to successful leisure travel initiatives.

Tourism Rebranding Initiative - Danny Trosset

Danny announced that the rebranding initiative is scheduled to go before the Board of County Commissioners on June 9th.

Marketing Subcommittee Meeting - Danny Trosset

Danny announced the next Marketing Subcommittee meeting is scheduled to be held at the Hilton Altamonte Springs on June 10th, following the presentation of the tourism rebranding initiative to the BOCC on the 9th.

Update on Tourism Marketing Research - Danny Trosset

Danny reported that the Tourism Division is collaborating with the research consultant agency, Research Data Services, to create a visitor profile study survey. The survey is expected to be complete within the next week or two. More information is forthcoming.

Hotel Occupancy Report - Red McCullough

April was another good month with 76.9% occupancy in comparison with 2014 which was 71.5%. ADR increased \$5 over last year. Occupancy for first quarter of 2015 reached 81.5%. Red stated strong numbers due to great corporate market in Lake Mary area.

TDC REPORTS and DISCUSSION (if needed): None

BUSINESS TO BE DISCUSSED AT NEXT TDC MEETING: No additions.

OPEN DISCUSSION: None

ANNOUNCEMENTS: None

ADJOURN: Vice Chair Theo Hollerbach called to adjourn the meeting at 4:27PM.