



Tourist Development Council

Meeting Agenda

Thursday, May 14, 2015 3pm-5pm

Location: Hampton Inn Altamonte Springs

- I. Call to Order, Moment of Silent Meditation, Pledge of Allegiance**
- II. Welcoming Remarks & Introductions**
- III. Approval of April Minutes***
- IV. Consent Agenda Item ***
 1. Recommend 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 will be **used for the rental of the softball fields**. This event has guaranteed a **minimum of 720 room nights** for Seminole County hotels with an **estimated economic impact of \$1,113,116.00**.
- V. TDC Topics of Discussion**
 1. Follow up discussion on Sports Complex BCC May 12th Worksession
 2. Tourism Rebrand Initiative tentatively scheduled to go before the BCC on June 9, 2015
 3. Marketing Subcommittee Meeting scheduled for June 10, 2015
 4. Update on Tourism Marketing Research - Danny Trosset
 5. Hotel Occupancy Report - Red McCullough
- VI. TDC Review and Discussion (if needed)**
 1. Meetings Sales Update
 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:

June 11, 2015

Wekiva Island

** 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.