

ORLANDO NORTH SEMINOLE COUNTY

Marketing Committee Meeting

Thursday, December 3, 2019

Tourism Office

3PM-430PM

**Attendees: Patrick Austin, Brenda Urias, Frank Cirrincione,
Danny Trosset, Gui Cunha**

Agenda

➤ Marketing Contract Scope

Committee recommends a detailed budget of services be requested in all bids. Committee asks to explore the idea of Marketing Firms reviewing the historical data and setting their own KPI metrics.

➤ Research RFP

Visitor Study Released. Submissions should be ending on January 18th.

➤ Marketing Strategic Plan

Awaiting direction for Seminole County. Discussion will occur in the next meeting.

➤ Holiday Luncheon (Tuesday, 12/17/2019)

Reviewed the Holiday Luncheon details.

➤ Next Meeting

February 4th, 2020

Tourism Office

330PM-430PM

