

**SEMINOLE COUNTY  
TOURISM DEVELOPMENT COUNCIL  
January 9, 2014 MEETING MINUTES**

**ATTENDANCE:**

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

**Members Absent:** Mayor Jeff Triplett

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

**LOCATION:** Longwood Community Building  
200 West Warren Avenue  
Longwood, FL 32750

**TIME:** Meeting called to order at 3:04 p.m., quorum in attendance.

**NEW TDC MEMBERS WELCOME:** Danny Trosset introduced the new members: Greg Pflug of Adventures in Florida, Theo Hollerbach of Willow Tree Café and Mark Plebanski of Hampton Inn & Suites Lake Mary.

**NOMINATIONS AND APPOINTMENTS:** Danny Trosset opened for the floor for nominations of the 2014 Chair and Vice Chair positions. The new Chair is required to come from the elected official membership and the Vice Chair is required to come from the hotelier membership. Bruce Skwarlo nominated John Maingot for Chair. Frank Cirrincione seconded the motion; motion passed by a vote of six. Bruce Skwarlo nominated Frank Cirrincione for Vice Chair. John Maingot seconded the motion; motion passed by a vote of six.

**PUBLIC PARTICIPATION:** No questions or comments made.

**APPROVAL OF NOVEMBER MINUTES:** Bruce Skwarlo made the motion to approve the minutes as presented. Diane Crews seconded the motion. Motion passed by a vote of seven.

**COSENT AGENDA ITEM:** Motion was made by Bruce Skwarlo to approve the TDC funding applications as presented. Vice Chair Frank Cirrincione seconded the motion. Motion passed by a vote of eight.

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- a. Funding recommendation approved for the Florida High School Athletic Association's request in the amount of \$5,400.00 to pay for facility fees directly to the facilities for the court rentals at Sanlando Park, Sylvan Lake Park, and Red Bug Lake Park for the 2014 FHSAA boy's and girl's tennis championships scheduled for April 14-18, 2014.
- b. Funding recommendation approved for the University Athletic Association (UAA) request in the amount of \$6,341.00 for facility fees to be paid to Seminole Softball Complex (\$2,592.00) and Sanford Stadium (\$3,749.00) for the 2014 Men's Baseball and Women's Softball Conference Championships which will be held March 7-16, 2014.
- c. Funding recommendation approved for the University Athletic Association (UAA) request in the amount of \$3,071.00 for facility fees to be paid to Sanlando Park for the 2014 UAA Men's and Women's Conference Tennis Championships held April 24-27, 2014.
- d. Funding recommendation approved for the Florida Half Century Amateur Softball Association request in the amount of \$20,891 for facility fees to be paid to the Seminole Softball Complex, Merrill Park, Oviedo Softball Complex and Central Winds Park for four senior softball tournaments to take place Feb. 15-16, March 22-23, August 23-24, and Sept. 6-7.
- e. Funding recommendation approved for the Florida Rush Soccer Club's request in the amount of \$13,922 to pay for facility fees at Sylvan Lake Park (\$3,922.58) and (\$10,000) for advertising and marketing for the event for the 2014 Champions Cup soccer tournament which will take place May 17-18, 2014.

**2013 ECNL RECAP AND HIGHLIGHTS:** Danny Trosset presented a PowerPoint presentation recap. Social media efforts were integrated for the event. Over 500 organic posts were made to #ECNLFL. ECNL has reported that they will be returning in 2014. Rough cut of ECNL video was shared.

**TDC REPORTS:**

Hotel Occupancy Report - Red McCullough reported best numbers since 2005. Revenue up \$5M over prior year.

CVB Report - Danny Trosset reported ECNL produced an additional 600 rooms, attracting a total of 158 teams to the event. Kudos was given by Bruce Skwarlo, the "event had a significant impact." Danny shared the new website is due to launch February 1<sup>st</sup>.

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Sports Commission - Hannah Sedigh reported NCAA selected Seminole County to host two upcoming events. Attendance of the National Fast Pitch Coaches Convention in San Antonio generated over 50 new contacts, as well as leads for events and possible sponsorship opportunities for the new sports complex. Hannah will be attending the National Soccer Coaches Association of America Convention later this month. In 2013, the Central Florida Sports Commission contributed towards the generation of approximately 10,000 room nights for Seminole County, generating an economic impact of over \$14M.

Paradise Report - Rudy Webb informed the Council and attendees that the new website will be going live on February 1<sup>st</sup>. He invited everyone to visit the site and requested a review of the listings for accuracy. Paradise will be working with the CVB in preparation for the January 30<sup>th</sup> Work Session.

**UPDATES:**

Tourism Strategic Plan - Danny Trosset provided the Council with a brief overview of the agenda. An invite was sent out to the partners and is available online via EventBrite.com. The meeting will be facilitated by Marshall Murdaugh.

Sports Complex - Joe Abel reported the proposals had been received; a short list is going before the Board of County Commissioners on Tuesday the 14<sup>th</sup>. Presentations by the finalists will be on February 4<sup>th</sup>. The special work session is open to the public.

2014 TDC Calendar Dates - Rosangela Santiago reported the 2014 calendar has been published; it is available online on the TDC page of VisitSeminole.com.

**NEW BUSINESS:** None.

**DISCUSSION AND ANNOUNCEMENTS:** Vice Chair Frank Cirrincione shared a news report recognizing record travelers at the Orlando Sanford International Airport.

Rosangela Santiago shared an announcement of the upcoming Love Your Shorts Film Fest hosted at the Wayne Densch Performing Arts Center on February 14-16.

Chair Maingot once again welcomed the new members to the Council.

**ADJOURN:** Chair Maingot adjourned the meeting at 4:28pm.