

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

ATTENDANCE:

Members Present: Commissioner John Maingot, Greg Pflug, Theo Hollerbach, Bruce Skwarlo, Commissioner Carlton Henley, and Diane Crews (late)

Members Absent: Frank Cirrincione, Mark Plebanski, Mayor Jeff Triplett

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

LOCATION: Central Florida Zoo
3755 NW Hwy 17-92
Sanford, FL 32771

TIME: Meeting called to order at 3:07 p.m., quorum in attendance.

WELCOMING REMARKS & INTRODUCTIONS: Chair Maingot welcomed everyone to the meeting following introductions. He thanked the Council members who participated in the Marketing Committee meetings.

PUBLIC PARTICIPATION: None

APPROVAL OF FEBRUARY MINUTES: Bruce Skwarlo made the motion to approve the minutes as presented. The motion was seconded by Diane Crews and passes unanimously.

CONSENT AGENDA APPLICATIONS: A motion to approve the funding requests as presented was made following questions and discussion. The motion was seconded and passed unanimously.

Approved the purchase of six (6) Tennis Umpire Chairs to be purchased by the CVB for Sanlando Park for the 2014 NCAA Tennis Championships in May and other large scale tennis events. Estimated cost for the six umpire chairs is \$4,179.30.

Approved entering into a four party joint agreement between the Sanford Regional Chamber of Commerce, Seminole County CVB, Metro Orlando

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TOURISM DEVELOPMENT COUNCIL
MARCH 13, 2014 MEETING MINUTES**

Economic Development Commission, and the Sanford Airport Authority for the labor cost to staff two visitor information booths at the Orlando Sanford International Airport for 2014 in the amount of \$4,000.

Approved funding for United States Specialty Sports Association (USSSA) in the amount of \$5,028.55 for facility fees to be paid to Seminole County Softball Complex, Red Bug Lake Park, and the Oviedo Sports Complex for the 2014 USSSA SUPER NIT Adult Softball tournament held May 30-June 1, 2014.

MARKETING SUBCOMMITTEE UPDATE: Danny Trosset, along with staff and Paradise team, presented an overview of the marketing plan created as a result of the subcommittee meetings. Danny thanked the Council members and partners who participated in the meetings. The marketing plan presented will be made available on the CVB website.

TDC REPORTS:

CVB Update - Danny Trosset thanked everyone who participated in the Marketing Subcommittee.

CVB Group Sales Report - Stephanie Hunicke provided a review of her sales plan and report. Quarterly reviews of dollars spent are forthcoming. Will provide an update on leads generated at next meeting.

Sports Commission - Hannah Sedigh presented an overview of her sales plan and report. Chair Maingot requested renderings of the new sports complex be presented at the next TDC meeting.

Paradise Report - Rudy Webb provided an overview of the most recent developments. A sample of the media kit will be available at the next meeting.

Hotel Occupancy Report - Red McCullough reported occupancy is up 2.7 points year-over-year. The ADR is up \$5.50.

UPDATES:

Central Florida Zoo Update - Joe Montisano invited everyone to the Zoo's upcoming fundraiser, Brews Around the Zoo on April 5th. He announced the price for the Safari is coming soon. More efforts are being made to increase fundraising. One such effort includes feeding animals at a cost, giraffe feedings begin March 14th.

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TOURISM DEVELOPMENT COUNCIL
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Sports Complex Update - Joe Abel provided a brief update on the status of the development. No name has been chosen, still being researched.

Upcoming Meetings, Tradeshows and Events - Leisure media FAM schedule for next week.

NEW BUSINESS: None.

DISCUSSION AND ANNOUNCEMENTS: No announcements. Danny Trosset would like to expedite the meeting of the Budget Subcommittee. Bruce Skwarlo has volunteered to serve on the subcommittee. First task will be to review second quarter expenditures in April.

Chair Maingot requested an update on Stephanie's visit to Tallahassee. She reported a list of 350 leads; she will be going through them and providing an update at the next meeting.

Bruce Skwarlo opened discussion on ECNL travel agency issues experienced during last event. He requested a proactive communications plan for future events to avoid any confusion.

ADJOURN: Chair Maingot adjourned the meeting at 4:56pm.