

**SEMINOLE COUNTY
TOURISM DEVELOPMENT COUNCIL
SEPTEMBER 11, 2014 MEETING MINUTES**

ATTENDANCE:

Members Present: Commissioner John Maingot, Bruce Skwarlo, Frank Cirrincione, Commissioner Carlton Henley, Theo Hollerbach, Greg Pflug, Mark Plebanski, Diane Crews (3:14)

Members Absent: Mayor Jeff Triplett

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

Staff Absent: None

Location: Hyatt Place Lake Mary
1255 S. International Parkway
Lake Mary, FL 32746

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

WELCOMING REMARKS & INTRODUCTIONS: A moment of silence and prayer lead by Commissioner Henley was shared in remembrance of 9-11. Chair Maingot welcomed everyone and thanked Vice Chair Cirrincione for standing in during the August meeting.

PUBLIC PARTICIPATION: None

APPROVAL OF AUGUST MINUTES: Mark Plebanski made the motion to approve the minutes as presented. The motion was seconded by Frank Cirrincione and passes unanimously with a vote of six, Commissioner Henley abstained.

CONSENT AGENDA ITEM: Bruce Skwarlo made the motion to recommend approval for funding in the amount of \$6,500 for the 2014 Central Florida Youth Football and Cheer Regional Championship scheduled to take place November 20-November 23, 2014 at Shane Kelly Park in Oviedo, FL. Funds will be used for the rental of facility fees. This event has guaranteed a minimum of 500 room

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nights for Seminole County hotels with an estimated economic impact of approximately \$1,395,175.00. This will be the first year this event has taken place in Seminole County. Motion was seconded by Frank Cirrincione and passed unanimously with a vote of seven.

TDC REPORTS AND UPDATES:

Sports Commission Sales Report - Hannah Sedigh proved a brief review of recent and upcoming sales efforts and events. She reported having generated several leads for the new Sports Complex at Connect Marketplace. Of the leads generated, most were five years out. To date, Hannah has 15 events on the calendar for 2015.

Marketing Subcommittees Update - Frank Cirrincione gave a quick update of the August 28th meeting. The committee discussions included doing more focus groups, capturing more aerial videos, creating collateral for the meetings market, designing a group tour operator guide and branding. The subcommittee would like to see more promotion of local events. A marketing plan will be created based on the outcome of the meeting; the Marketing Plan will be presented at the November meeting. Danny stated he will be meeting with the County Commissioners individually to discuss the focus group findings and branding strategy. Frank Cirrincione proposed the Council consider increase funding for advertising and promotions.

Presentation of New Tourism Grants Program for Meetings - Stephanie Hunicke presented the proposed Meetings Grant Program application which focuses on attracting group business. The application will be presented to the Board of County Commissioners for approval. Once approved, the application will be published for use for 2015 events.

Presentation of Revised Tourism Grants Program for Sports - Hannah Sedigh presented the Sports Grant application. Previous model applied an 80% rule and funding scale. The new model is based on a cost per room night model.

Group Sales Report - Stephanie Hunicke reported meeting with Mears and Hello Florida to discuss transportation options and group packages. She received several leads at Connect Marketplace. The next DOS Meeting is scheduled for September 30th at the Hilton Garden Inn Lake Mary. Names were drawn for the upcoming Rejuvenate Marketplace tradeshow taking place October 28-30 in Atlanta; the partners drawn were the Orlando Marriott Lake Mary, and the Hilton Garden Inn Lake Mary. She is currently working on a FAM for a Chinese tour group.

Paradise Marketing Report - Kristen Willyoung showed the baseball highlight video. Paradise introduced their newest staff member, Kelsey Marineau. Patrick

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Harrison informed the TDC he is working on bringing two travel writers to Seminole County, one in November and another in December. He is also working with Danny; they are in discussion with The Fireball Run for the 2015 Space Race, an adventure car race used to recover missing children.

Hotel Occupancy Report - Copies of report provided to TDC in booklet. No presentation given.

TDC REVIEW AND DISCUSSION:

Items to Discuss at the October and November TDC Meetings - Danny Trosset presented the Council with a list of topics to be covered in the October and November meetings. October's meeting shall include review of the TDC Funded Events Analysis. November's meeting shall include a 2013-14 Fiscal Year Review as well as the presentation of a proposed six month Marketing Plan.

NEW BUSINESS: TDC composition had been tabled at a previous meeting due to missing Council members. Frank Cirrincione expressed interest in having greater hotelier representation on the Council. Ann Colby reminded the Council that the composition of the Council is dictated by Florida State Statute.

DISCUSSION AND ANNOUNCEMENTS: Frank Cirrincione asked that the TDC consider a more proactive approach and participation for future agendas. He asked the Council what should be the next thing they should be thinking about post Sports Complex.

The Council recommended the posting of the TDC booklet on the VisitSeminole.com website with a hyperlink to the booklet included in the meeting reminder invite.

Chair Maingot gave all partners a homework assignment. He stated recognition of Seminole County is very limited. As a result, he asks that all partners come up with five words that identify Seminole County then email them to Rosangela Santiago.

ADJOURN: Chair Maingot called to adjourn the meeting at 4:47pm.