

**SEMINOLE COUNTY
TOURISM DEVELOPMENT COUNCIL
JANUARY 15, 2015 MEETING MINUTES**

ATTENDANCE:

Members Present: Mayor John C. Maingot, Bruce Skwarlo, Frank Cirrincione, Commissioner Henley, Chipp Frame, Diane Crews, Theo Hollerbach (late)

Members Absent: Mayor Jeff Triplett, Greg Pflug

Staff Present:

Danny Trosset, CVB Director
Stephanie Hunicke, Groups Sales Manager
Rosangela Santiago, Senior Staff Assistant
Sarah Collins, Customer Service Representative
Ann Colby, Assistant County Attorney
Joseph R. Abel, Leisure Services Director

Staff Absent: Hannah Sedigh, Central Florida Sports Commission

Location: Wekiva Island
1014 Miami Springs Drive
Longwood, FL 32779

TIME: Chair Maingot called the meeting to order at 3:01pm, a quorum was in attendance.

WELCOMING REMARKS & INTRODUCTIONS: Introductions were made by all in attendance. Jay Sanchez from Fireball Run was introduced to the Council by Danny Trosset. Mr. Sanchez shared that Sanford had been selected as one of eight destinations for the 2015 series. Chair Maingot thanked the Council, the Board of County Commissioners and Seminole County tourism partners for their support during his term as Chair; he then passed the gavel to Frank Cirrincione to serve as Chair for 2015. Maingot nominated Theo Hollerbach as the new Vice Chair. The motion was seconded by Bruce Skwarlo and passed unanimously.

APPROVAL OF NOVEMBER MINUTES: Mayor Maingot made the motion to approve the minutes as presented. The motion was seconded by Bruce Skwarlo and passes unanimously with a vote of seven.

CONSENT AGENDA ITEM:

The TDC recommended approval of the consent items below. The motion for approval was made by Mayor Maingot and seconded by Diane Crews. Commissioner Henley abstained from voting. The motion passed by a vote of six.

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Recommended approval for funding in the amount of \$5,775.00 for the 2015 University Athletic Association (UAA) Men's and Women's Collegiate Tennis Championships scheduled to take place April 23-27, 2015 at Sanlando Park. Funds will be used for facility rentals: tennis courts at Sanlando Park. This event has guaranteed a minimum of 320 room nights for Seminole County hotels with an estimated economic impact of \$176,000.00.

Recommended approval for funding in the amount of \$9,426.00 for the 2015 University Athletic Association (UAA) Collegiate Men's Baseball and Women's Softball Championships at the Sanford Memorial Stadium and the Seminole County Softball Complex, scheduled to take place March 8-15, 2015. Funds will be used to pay for field rental fees. These two events combined have a guaranteed minimum of 1,100 room nights for Seminole County hotels with an estimated economic impact of \$850,000.00.

Recommended approval for funding in the amount of \$13,550.00 for a total of nine (9) Super Nine Series youth baseball tournaments hosted by Red Raiders Baseball Club. The nine events are two day weekend events held throughout the year. Funds will be used for the rental of the Soldiers Creek Park at \$1,500.00 per event. This series of events has a guaranteed minimum of 150 room nights per tournament with a final combined room night count of 1,350 room nights for Seminole County hotels with an estimated economic impact of \$516,564.00.

Recommended approval for funding in the amount of \$21,160.00 for a total of four (4) Florida Half Century Senior Softball Tournaments hosted by the Florida Half Century Senior Softball Association. The four events are two day weekend events held throughout the year. Funds will be used to pay for field rental fees at Seminole Softball Complex, Merrill Park, Central Winds Park, and the Oviedo Softball Complex. These four events have a guaranteed minimum of 363 room nights per tournament with a final combined room night count of 1,452 room nights for Seminole County hotels with an estimated economic impact of \$685,326.00 for all 4 events.

TDC REPORTS AND UPDATES:

Presentation and discussion on Tourism Brand and Identity - Rudy Webb and Kristen Murphy presented the proposed logo designs and tag lines as requested by the TDC. Two logo designs in black and white as well as the theme lines were shown. Recommendation was made to transition the CVB name to the new brand once adopted. Assistant County Attorney Ann Colby recommended that she receive the specs of the final approved designs in order to register them as Service Marks. Diane made a motion to have Paradise continue the development the logo and tagline to include color options and samples of the logos in use. Chipp Frame seconded the motion. The motion passed by majority vote, five yes

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to two no. Theo Hollerbach made a motion to move forward with “Do North” for use as the tagline. Diane seconded the motion. The motion passed by majority vote, six yes to one abstained. Comm. Maingot made a motion to protect the tagline and logo by registering them as Service Marks. Chipp Frame seconded the motion. The motion passed by majority vote six yes to one abstained.

Update on RFP for Visitor Profile Research and Tourism Marketing Services – Danny Trosset informed the Council that the proposals for the Visitor Profile Study had been received and are currently being reviewed by committee. An RFP for the Tourism Marketing Services has not been produced pending the outcome of the Sports Complex RFP which includes sports marketing.

2015 TDC Meeting Dates and Calendar Overview - Rosangela Santiago informed the Council and attending guests that the 2015 TDC meeting calendar has been established. Copies of the calendar were made available at the meeting.

2015 Tourism Subcommittee Meetings - Danny Trosset opened dialog on the need to have Chairs for the subcommittees. He asked for volunteers from the Council which went as follows: Marketing - Comm. Maingot, Finance - Bruce Skwarlo, Strategic Planning - Frank Cirrincione. Danny informed the new Subcommittee Chairs that he would be contacting them to set up a time to meet. He also welcomed the participation from any tourism partner volunteers.

Update on Seminole County Sports Complex - Joe Abel reported that the design was at a 100% completion rate and will be in process for opening bids in the next couple weeks. Target dates include getting the item on the BOCC agenda in February with a groundbreaking scheduled for April.

Meeting Sales Report - Stephanie left early to continue the FAM for the Fireball Run crew in attendance. Danny presented a brief overview of the sales efforts. He reported that Stephanie is working on completing a Meetings Guide.

Sports Sales Report and ECNL Recap - Hannah was attending a conference, Danny presented an overview of the sports marketing. He thanked all the partners involved in the 2014 ECNL event. Room night counts are still rolling in for the event and are totaling near 7,000. He shared ECNL has agreed to host their event in Seminole County for another two years. Danny reported this was the smoothest running event to date. Chair Cirrincione requested a detailed report at the next meeting.

Hotel Occupancy Report – Red McCullough reported yearend increase up 1.7% from 2013. He distributed copies of the Annual Quarterly Report.

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TDC REVIEW AND DISCUSSION:

Clear Channel Airport Contracts - Danny Trosset reported that six of the nine airport advertising agreements are expiring within the next month. The CVB will not be renewing these six agreements. The three that remain are 10 year agreements with the Orlando Sanford International Airport. Danny proposed the reallocation of the budgeted funds to acquire the services of a photographer/videographer for the purposes of generating images and video for marketing efforts. He would like the support of the TDC to produce an RFP for these services. The TDC recommended having the Marketing Subcommittee review the RFP.

ANNOUNCEMENTS: None.

BUSINESS TO BE DISCUSSED AT NEXT TDC MEETING: No additions.

OPEN DISCUSSION: No comments.

ADJOURN: Chair Cirrincione called to adjourn the meeting at 4:31pm.