

**SEMINOLE COUNTY  
TOURISM DEVELOPMENT COUNCIL  
FEBRUARY 12, 2015 MEETING MINUTES**

**ATTENDANCE:**

**Members Present:** Mayor John C. Maingot, Frank Cirrincione, Theo Hollerbach, Bruce Skwarlo, Diane Crews, Greg Pflug, Mayor Jeff Triplett, Commissioner Henley

**Members Absent:** Chipp Frame

**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  
Hannah Sedigh, Central Florida Sports Commission

**Staff Absent:** None

**Location:** Hilton Garden Inn Lake Mary  
Lake Mary, FL 32746

**TIME:** Chair Cirrincione called the meeting to order at 3:05pm, a quorum was in attendance.

**WELCOMING REMARKS & INTRODUCTIONS:** Introductions were made by all in attendance. Danny Trosset introduced guests Barbara Latamier and Montana Smith from the Florida Barbecue Association. They shared information about the upcoming Sonny's Smokin' Showdown Invitational, a national event to be held January 2016 over a Friday and Saturday. The event is scheduled to include VIP tours, demos, kid's entertainment, and more. The association is partnering with the Central Florida Zoo to host the event. Funds generated would support two organizations.

**APPROVAL OF JANUARY MINUTES:** Mayor Maingot made the motion to approve the minutes as presented. The motion was seconded by Diane Crews and passes with a vote of seven, Commissioner Henley abstained.

**CONSENT AGENDA ITEM:**

The TDC recommended approval of the consent items below. Following questions and discussions, a motion for approval was made by Mayor Triplett and seconded by Bruce Skwarlo. The motion passed by a vote of seven, Commissioner Henley abstained.

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Recommended approval for funding in the amount of \$5,350 for the 2015 Florida High School Athletic Association Boys and Girls Tennis Championships scheduled to take place April 13-17, 2015 at Sanlando Park, Sylvan Lake Park, and Red Bug Lake Park Funds will be used for the rental of the tennis courts This event has guaranteed a minimum of 600 room nights for Seminole County hotels with an estimated economic impact of \$340,000.00.

Recommended approval for funding in the amount of \$3,425 for the 2015 Champions Cup Soccer Tournament scheduled to take place May 16-17, 2015. Funds will be used to pay for field rental fees at Sylvan Lake Park and the East Lake Mary Boulevard airport fields. This event has guaranteed a minimum of 901 room nights for Seminole County hotels with an estimated economic impact of \$2,700,000.

Recommended approval for funding in the amount of \$4,000 for the 2015 annual funding agreement for the Welcome Center Booths at the Sanford International Airport. Funds are budgeted for FY 2014-2015. Diane Crews informed the Council that the cost was originally \$7,200 per year; the decrease is due to volunteers. Funds are used to pay salaries which are handled by the Sanford Chamber of Commerce.

**TDC REPORTS AND UPDATES:**

Follow up Presentation on Tourism Brand and Identity - Marketing Subcommittee met and recommended "Orlando North" with tag line "Do North." The vote was in favor of the compass logo design. Punctuation kept on "Do North." due to its use as a matter of statement. Council requested to have "Seminole County" included in the design. Item has been tabled until next meeting.

Update on RFP for Visitor Profile Research and Tourism Marketing Services – Danny Trosset informed the Council that the proposals for the Visitor Profile Study have been reviewed by the Review Committee. One proposal received fell within budget and meets scope.

Update on Seminole County Sports Complex - Joel Abel stated in process for finalizing guaranteed pricing to present March 10<sup>th</sup> to Board of County Commissioners. If approved, land clearing to take place by end of March. Only one proposal received for the Operations and Management RFP. A time extension has been issued to see if any additional parties are interested. A Sponsorship/Naming Rights scope is being built. If all goes as planned, groundbreaking should be taking place in April.

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Meeting Sales Report - Stephanie and Jessica from Paradise provided an overview of the recent Social Media FAM. Stephanie reported she would be attending the Excite Tradeshow the following week.

Sports Sales Report - Hannah had attended the National Soccer Coaches Association Convention. She reported she was able to bring an event the following week following a meeting with NCAA, discussing bringing larger event in November. Also, reported working on bids to attract sports such as Cross Country. She provided a recap of the ECNL event. Although the event was larger, the room night count was significantly lower. Hannah and Danny have addressed their concerns with the ECNL event organizer. The event received local coverage; Seminole County was featured on WESH during four segments. Bruce Skwarlo requested a year-over-year report of event room night counts.

Paradise Marketing Report - Rudy Webb informed the Council they have been working on the brand identity and will continue to do so. A video launch took place January 19<sup>th</sup> and is receiving a great response. The 2015 Visit Florida guide features a full page ad of Seminole County; a sample will be brought to the next meeting. Facebook campaign promoting Valentine's Day is live.

Hotel Occupancy Report – Red McCullough reported best January in the last 15 years. Occupancy at 78.7%, up 7% year-over-year.

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

**OPEN DISCUSSION:** Theo Hollerbach reminded attendees that Alive After Five would be taking place immediately after the meeting in Sanford. He also announced that Sanford would be invading Orlando, Sanford's own Touch and Go will be live at the new Dr Phillips Performing Arts Center in Downtown Orlando.

**ANNOUNCEMENTS:** Danny Trosset requested Council members that have not already volunteered for a subcommittee to please inform him of their selection.

Cedar Hames, President of Paradise, informed the Council that Patrick Harrison is no longer with the agency; he has taken a position with the Tampa CVB.

**ADJOURN:** Chair Cirrincione called to adjourn the meeting at 4:58pm.