

**SEMINOLE COUNTY
TOURISM DEVELOPMENT COUNCIL
JULY 9, 2015 MEETING MINUTES**

ATTENDANCE:

Members Present: Frank Cirrincione, Mayor Jeff Triplett, Mayor John C. Maingot, Chipp Frame, Commissioner Henley

Members Absent: Theo Hollerbach, Bruce Skwarlo, Diane Crews, Greg Pflug

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

Staff Absent: Ann Colby, Assistant County Attorney
Stephanie Hunicke, Groups Sales Manager

Location: Embassy Suites Orlando North Altamonte Springs

TIME: Chair Frank Cirrincione called the meeting to order at 3:03pm, a quorum was in attendance.

WELCOMING REMARKS & INTRODUCTIONS: Introductions were made by all in attendance.

APPROVAL OF JUNE MINUTES: Mayor John C. Maingot made the motion to approve the minutes as presented. The motion was seconded by Mayor Triplett and passed unanimously.

TDC UPDATES AND PRESENTATION:

Tourism Rebranding Initiative – Danny Trosset

Danny reported the Board of County Commissioners requested a work session which has been scheduled for Tuesday, July 21, at the County Services Building in Sanford, on the 3rd floor, from 1-3pm. He is meeting one-on-one with each Commissioner to get their feedback and recommendations prior to the work session.

Tourism Marketing Visitor Profile Research – Danny Trosset

Danny reported that the surveys are being conducted at hotels. Quarterly reports will be provided. The surveys will also be conducted at sites including the Zoo, area restaurants, hotels and attractions.

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FY 15-16 Marketing Plan – Danny Trosset

Danny reported he is working with Paradise to draft the new marketing plan. The plan will be presented at the September meeting. The Marketing Subcommittee will be meeting in late July or August to review the draft before bringing it to the Council.

Tourism Budget and Sports Complex – Joe Abel

Joe reported the proposed tourism budget is being reviewed by the County Manager. He also reported that he is working with the Central Florida Sports Commission to create questionnaires and forms to collect data for the sports complex.

Soldiers Creek Presentation – Joe Abel

Joe Abel provided an update on the redevelopment of Soldiers Creek Park. The projected costs are approximately \$6M not including fees.

2016 TDC Upcoming Appointments – Danny Trosset

Danny reported four members of the Council will be ending their term in January. Recommendations are needed to fill the vacancies.

Hotel Occupancy Report – Red McCullough

Hotel occupancy increased to 75.6% in June, a 4.9 increase in year-over-year. Year to date, occupancy is at 78.8%. Tax revenue is up 13% with a \$9 increase in ADR.

TDC REPORTS AND DISCUSSION (if needed):

Meeting Sale Report – Danny Trosset

Danny reported Stephanie Hunicke has returned from her leave. She will be providing a fiscal yearend report in September.

Sports Sales Report – Hannah Sedigh

Hannah reported she is working on six RFPs for the new sports complex. Joe Abel recommended establishing a fee structure for the new complex. The TDC funding application will be reviewed and revised as needed to meet the new demand.

ANNOUNCEMENTS:

Theo Hollerbach announced CBS is doing a feature on Sanford's Alive After Five. Danny shared Mayor Triplett will be participating in the October 2nd Fireball Run which will include a street festival in Downtown Sanford.

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BUSINESS TO BE DISCUSSED AT NEXT TDC MEETING:

Budget recommendations will be presented at the August meeting. The Council requested copies of the proposed budget for their review.

OPEN DISCUSSION: Philip Flynn, CEO of the Central Florida Zoo, informed the Council that the presentation to the TDC has been delayed temporarily while they meet with the Commissioners one-on-one.

ADJOURN: Chair Frank Cirrincione called to adjourn the meeting at 4:20PM.

DRAFT