

**SEMINOLE COUNTY
TOURISM DEVELOPMENT COUNCIL
October 8, 2015 MEETING MINUTES**

ATTENDANCE:

Members Present: Frank Cirrincione, Mayor Jeff Triplett,
Chipp Frame, Bruce Skwarlo, Diane Crews, Greg
Pflug, Commissioner Carlton Henley

Members Absent: Theo Hollerbach, Mayor John C. Maingot

Staff Present: Tricia Setzer, Chief Administrator, Seminole County Office of
Economic Development & Community Relations
Danny Trosset, CVB Director
Ann Colby, Assistant County Attorney
Stephanie Hunicke, Groups Sales Manager
Hannah Sedigh, Central Florida Sports Commission
Katrice Galloway, Customer Service Representative

Staff Absent: Rosangela Santiago, Senior Staff Assistant

Location: Wayne Densch Performing Arts Center

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

WELCOME REMARKS & INTRODUCTIONS: Introductions were made by all in attendance. Tricia Setzer introduced herself and provided information to the Council on her new role with Seminole County and her role with the Tourism Division.

APPROVAL OF SEPTEMBER MINUTES: Mayor Triplett made the motion to approve the minutes as presented. The motion was seconded by Bruce Skwarlo and passed unanimously.

CONSENT AGENDA ITEMS: Commissioner Henley announced that he would be recusing himself for voting on item number two due to a conflict of interest. Before the consent items were approved, Bruce Skwarlo asked for clarification on the ECNL item regarding the County Attorney's memo about room nights from ECNL being split between Orange County and Seminole County.

- Assistant County Attorney Ann Colby suggested the Sports Commission review the contract that lists ECNL as an Orange County event which provides a room night guarantee to Orange County with a minimum 2,000 room nights. Brent Nelson, Vice President of the Central Florida Sports Commission clarified that the ECNL event is not contracted with Orange County, and that it is contracted with

the Central Florida Sports Commission. The filling of room nights begins first and foremost with Seminole County hotels. Overflow nights would then go to Orange and Volusia Counties.

- Danny clarified the new contract with the Sports Commission clearly spells out what the Commissioner was questioning in terms of new room nights vs. base room nights. ECNL has been a recurring Seminole County event for the last several years that the Sports Commission has been involved with hosting. The ECNL event is a part of the total base room nights and is not counted as new room nights. There are two different targets that the Sports Commission has that are clearly spelled out in the new contract: (1) retain and expand existing base of room nights and, (2) new room nights that are required to be generated by the Sports Commission.
- Frank Cirrincione questioned if ECNL event was a part of the new contract requirement or if it was considered an existing event.
Danny responded that ECNL is a part of the base and not part of the new room night targets established within the new agreement. The contract with ECNL is a five year contract, three years have passed. The contract will conclude with the 2016 ECNL event.

After discussion concluded, a motion was made by Frank Cirrincione to approve consent agenda items 1 and 2 as presented. The motion was approved unanimously.

TDC UPDATES AND PRESENTATIONS:

FY Recap and Presentation for Sports: Hannah Sedigh provided a FY 14-15 year end presentation detailing sporting events hosted during the fiscal year. Hannah provided the Council with a detailed overview of current year event performance compared to last year, as well as forecasted projections for the next fiscal year, which included information on room nights, economic impact, and event funding. Hannah mentioned that if anyone would like to receive a copy of the report to contact her and she will send a copy of the presentation.

FY Recap and Presentation for Meetings: Stephanie Hunicke

Stephanie Hunicke provided a FY 14-15 year end presentation detailing meeting sales for the fiscal year. Stephanie reviewed some of her major accomplishments for the year, which included: the development of the new meeting planner guide, sales sheets, and implementing the new customer relationship management software for the CVB. She provided a detailed overview of the number of leads distributed, as well as several other key performance indicators. After discussion and a few questions from the Council, Stephanie mentioned that if anyone would like to receive a copy of the report to contact her and she will send a copy of the presentation.

FY Recap and Presentation for Marketing: Kristen Murphy with Paradise

Kristen Murphy provided a year-end marketing report, detailing goals and accomplishments that the Paradise team achieved over the past fiscal year. The report included website visits, social media stats, advertising impressions, paid and unpaid media value, and other key performance indicators. After discussion and a few questions

from the Council, Kristen mentioned that if anyone would like to receive a copy of the report to contact her and she will send a copy of the presentation.

Visitor Profile Research: Walter Klages with Research Data Services

Danny Trosset introduced Walter Klages from Research Data Services, the company that Seminole County has hired to conduct visitor profile research. Walter provided a power point presentation of the survey results for the first five months of visitor profile data collected (March- July 2015). A copy of the full report was provided in the TDC booklet. Walter provided an overview of key visitor metrics, visitor origins, purpose of trip, demographics, etc. After active discussion regarding markets of interest and areas of opportunity, Walter concluded his presentation and reminded the Council that some of this data may change over time once more data is collected. The sampling for this report was approximately 2,500 conducted surveys which were completed with visitors at different times throughout the week at various locations, including several Seminole County hotels and the Central Florida Zoo.

Additional Marketing Opportunities Presentation: Danny Trosset

Danny Trosset passed out a draft of a marketing proposal. This is a working document that, if incremental funding were to be made available, provides a potential road map for additional marketing opportunities. The draft was shared with the TDC for consideration and feedback. Danny emphasized that the Seminole County Board of County Commissioners will have final approval on any requests for additional marketing dollars (outside of the existing marketing services contract). Since this was the first time the TDC has seen this document, Danny asked TDC members to read and review and to provide any questions, comments or feedback to Danny via email prior to the next TDC Meeting.

ANNOUNCEMENTS:

Mayor Jeff Triplett provided an overview of the Fireball Run Event and thanked staff from both the County, City, and the Sanford Chamber of Commerce for putting on such a successful event. Mayor Triplett also said that the new Orlando North Seminole County logo was well perceived and provided a great marketing tool to educate visitors and participants of the Fireball Run on where we are geographically located.

BUSINESS TO BE DISCUSSED AT NEXT TDC MEETING: None

OPEN DISCUSSION: None

ADJOURN: Chair Frank Cirrincione called to adjourn the meeting at 4:45PM.