

**SEMINOLE COUNTY
TOURISM DEVELOPMENT COUNCIL
NOVEMBER 13, 2014 MEETING MINUTES**

ATTENDANCE:

Members Present: Mayor John C. Maingot, Bruce Skwarlo, Frank Cirrincione, Commissioner John Horan, Theo Hollerbach, Greg Pflug, Mayor Jeff Triplett, Diane Crews (late)

Members Absent: None.

Staff Present:

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

Staff Absent: Sarah Collins, Customer Service Representative

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

TIME: Chair Maingot called the meeting to order at 3:02pm, a quorum was in attendance.

WELCOMING REMARKS & INTRODUCTIONS: Introductions were made by all in attendance. Chair Maingot thanked the Homewood Suites Lake Mary for hosting the meeting.

PUBLIC PARTICIPATION: None

APPROVAL OF OCTOBER MINUTES: Mayor Triplett made the motion to approve the minutes as presented. The motion was seconded by Frank Cirrincione and passes unanimously with a vote of seven.

CONSENT AGENDA ITEM: Commissioner Horan made the motion to recommend approval for funding in the amount of \$18,060 for the 2015 Florida League High School Baseball Invitational Tournaments scheduled to take place March 16-20, March 23-27, and March 30- April 2nd 2015 at Sanford Historical Stadium, Seminole High School, and Lake Brantley High School. Funds will be used for the rental of the fields. This event has guaranteed a minimum of 1,122 room nights for Seminole County hotels with an estimated economic impact of

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\$593,163.00. Motion was seconded by Diane Crews and passed unanimously with a vote of seven.

Mayor Triplett made the motion to recommend approval for funding in the amount of \$3,795.00 for the 2015 January International Fast Pitch Men's Softball Tournament scheduled to take place January 15-18, 2015 at Merrill Park. Funds will be used to pay for field rental fees. This event has guaranteed a minimum of 350 room nights for Seminole County hotels with an estimated economic impact of approximately \$365,434.00. Motion was seconded by Frank Cirrincione and passed unanimously with a vote of seven.

TDC REPORTS AND UPDATES:

Update and Next Steps on Tourism Identity Development – Danny reported having met with County Commissioners; they are in support of developing a tourism brand identity. Frank Cirrincione recommended the incorporation of Orlando North in the new brand identity. Chair Maingot recommended color and font variations for “O” and “N”. Commissioner Horan expressed thanks to his fellow BOCC members for their support. Frank Cirrincione made a motion to propose the incorporation of Orlando North in the new brand identity. The motion was seconded by Commissioner Horan and passed unanimously with a vote of seven.

Presentation of Tourism's 2015 Sales and Marketing Plan – Danny Trosset and Rudy Webb delivered a PowerPoint presentation providing an overview of the proposed 2015 Marketing Plan. Jessica, a new hire for Paradise, presented the social media aspect. Commissioner Horan suggested partnerships with area organizations. Danny thanked the Marketing Subcommittee for their assistance with the development of the plan.

Review and Discussion of the Visitor Profile Scope of Services Research – Danny Trosset presented the proposed scope of services. Theo Hollerbach recommended an increase to the budget to increase marketing efforts. Danny suggested having the Finance Subcommittee meet and review all financials then report back to the TDC in January. Mayor Triplett made a motion to proceed with the RFP for the Visitor Profile Scope of Services. The motion was seconded by Frank Cirrincione and passed unanimously.

Update on Seminole County Sports Complex – Joe Abel reported between a 60-90% completion rate. The project is still on schedule for 100% completion by first part of December. Groundbreaking to take place in April with a spring 2016 grand opening. The Operations and Management services solicitation will be sent out the first week in December with bids due by January. The BOCC will review the submissions in February. County staff will also be submitting a proposal. The solicitation for sports marketing should be out in January.

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Hotel Occupancy Report – Red McCullough was not present. Latest report shows best October in years.

TDC REVIEW AND DISCUSSION:

2015 Tourism Initiatives and Opportunities – Frank Cirrincione distributed a list of recommendations for 2015.

NEW BUSINESS: None.

DISCUSSION AND ANNOUNCEMENTS: Rosangela Santiago reminded Council and attendees of the Tourism Awards Luncheon scheduled for December 11th at the Westin Lake Mary Orlando North from 12-2pm; check in at 11:30am.

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