

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

**ATTENDANCE:**

**Members Present:** Frank Cirrincione, Theo Hollerbach, Bruce Skwarlo, Diane Crews, Greg Pflug, Commissioner Henley, Chipp Frame

**Members Absent:** Mayor John C. Maingot, Mayor Jeff Triplett

**Staff Present:** Danny Trosset, CVB Director  
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:** Stephanie Hunicke, Groups Sales Manager

**Location:** Central Florida Zoo and Botanical Gardens, Wayne Dencsh Meeting Room, Sanford  
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. Diane Crews introduced guest Philip Flin, new CEO for the Central Florida Zoo and Botanical Gardens.

**APPROVAL OF FEBRUARY MINUTES:** Bruce Skwarlo made the motion to approve the minutes as presented. The motion was seconded by Greg Pflug and passes with a vote of six, 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 Bruce Skwarlo and seconded by Diane Crews. The motion passed by a vote of seven.

Recommend approval for funding in the amount of \$9,500 for the 2015 Florida Amateur Softball Association Girls State Softball Tournament scheduled to take place June 12 – 14, 2015 at Seminole County Softball Complex, Merrill Park, Oviedo Softball Complex, Central Winds Park, and Soldiers Creek Park. Funds will be used for the rental of the softball fields. This event has guaranteed a

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minimum of 501 room nights for Seminole County hotels with an estimated economic impact of approximately \$455,000.

Recommend approval for funding in the amount of \$5,000 for the 2015 USSSA Girls NIT Softball Tournament scheduled to take place May 2 – 3, 2015. Funds will be used to pay for the field rental fees at Oviedo Softball Complex and the Seminole County Softball Complex. This event has guaranteed a minimum of 301 room nights for Seminole County hotels with an estimated economic impact of approximately \$273,782.00.

**TDC REPORTS AND UPDATES:**

Follow up presentation on tourism brand and identity- Rudy Webb provided recap of the process and approach to get us to the final logo and tagline design. Paradise provided a presentation and showed samples of integrating Seminole County name into the proposed Orlando North Logo. After discussion, a motion was made by Bruce Skwarlo to recommend approval of the Orlando North logo with the Do North tagline as presented for establishing a new brand identity for Seminole County tourism. Motion was seconded by Diane Crews, and passed with a vote of six.

Update on Seminole County Sports Complex and upcoming BCC work session- Joe Abel addressed that there will be a work session for the BOCC on March 24<sup>th</sup> to review and discuss the Sport Complex design and listen to presentations on the operation, maintenance and management of the Sports Complex. Joe indicated that there was one response to the Operation and Management RFP for the sports complex and welcomed anyone interested to listen to the presentations to attend the work session on March 24<sup>th</sup>.

Update on Tourism Marketing and Advertising Services- The marketing and advertising contract with Paradise Advertising ends in May of 2015. Due to several unknowns at this point with the future management and marketing of the new sports complex, staff proposed the recommendation for extension of Paradise's contract to extend through September 2016. Following questions and discussion, a motion was made by Bruce Skwarlo to extend Paradise's contract to end of fiscal year 2016. The motion was seconded by Chipp Frame, and passed with a vote of six, Commissioner Henley abstained.

Tourism FY 15 – 16 Draft Budget Overview- Danny Trosset met with members of the Finance Subcommittee before the TDC meeting to discuss tourism's proposed budget for next fiscal year. Danny Trosset and Bruce Skwarlo provided a presentation to the TDC of anticipated FY 15-16 Tourism Operating Budget. Danny explained that because of the County's budget review process requires County Departments to submit their proposed budgets in March; CVB wanted to share with the TDC tourism's proposed operating budget. After review and

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discussion, Danny reemphasized that these numbers will change once further decisions have been made regarding the sports complex and once those decisions have been made, staff would share this information with the TDC. There was discussion on how the 5 pennies of TDT can be allocated and Ann Colby provided the TDC with an overview on the specific use of each of the pennies by statute and welcomed any of the TDC members to contact her for further explanation.

Hotel Occupancy Report- Red Mcullough reported that February was another great month and provided an overview to the TDC of the hotel occupancy report.

Tourism Subcommittee Meetings- Danny Trosset mentioned that the marketing subcommittee will be scheduling a meeting soon to begin discussing specific marketing projects and the marketing plan for the remainder of this year as well as next Fiscal Year.

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

**OPEN DISCUSSION:** No additions.

**ANNOUNCEMENTS:** Bruce Skwarlo shared information on the Charity Challenge event.

**ADJOURN:** Chair Cirrincione called to adjourn the meeting at 4:26pm.