



# ORLANDO NORTH SEMINOLE COUNTY

## TOURIST DEVELOPMENT COUNCIL MEETING THURSDAY, NOVEMBER 18, 2021

Tourist Development Council meeting called to order by Chairman Frank Cirrincione at 3:00 PM

### ***A quorum was established***

#### **In Attendance:**

Chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs  
Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3  
Commissioner Sarah Reece, City of Altamonte Springs CALNO Representative  
Rick Donohue, General Manager, Embassy Suites Orlando North  
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary  
Mary Sue Weinaug, Owner, Wekiva Island  
Brenda Urias-Manager, Travel Marketing Programs, AAA

#### **Excused:**

Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)  
Commissioner Patrick Austin, City of Sanford

### **Pledge of Allegiance and Moment of Silence**

#### **Approval of August 19, 2021 TDC Meeting Minutes**

**Motion:** Commissioner Sarah Reece

**Second:** Commissioner Patrick Austin

**Vote:** unanimous

#### **Tourism Update**

##### **Administration**

*Gui Cunha- Administrator*

- Tourism Master Plan RFP will be presented to the Board of County Commissioners during the December 2021 meeting. A webinar will be scheduled for all tourism partners to meet and discuss the Tourism Master Plan and Visitor Study project.
- Hotel ARPA Grants are open until the end of December 2021
- New TDC Members to be presented at the first TDC meeting of 2022
- Annual STR Forecast meeting to be scheduled during the first quarter of 2022

## **Leisure Update**

*Karen Aplin-Leisure Tourism Director*

Event update

- Do Orlando North Youtube launch
- New Tourism Coordinator, Colby Goncalves, mainly responsible for the expansion of Play Orlando North's marketing efforts
- 25 Photo/Video Shoots since the previous TDC Meeting
- ONSC Season 3 Wrap. Season 4 launches in January 2022
- Upcoming Conferences: Tourism Day and Visit Florida Huddle
- FIFA site visit for World Cup 2026
- 2021 Q4 Giveaway campaign

## **Sports Update**

*Danny Trosset-Sports Tourism Director*

Event update

- FY 2021 had the largest Eco-Impact in Seminole County history
- Fiscal Year 2021 Overview
- December and January events forecast
- PG Impact
- TDC incentive funding analysis
- All venues fiscal year demand indicator analysis
- Upcoming events: ECNL Girls & Boys and NFHCA Field Hockey

## **Occupancy Update**

*Gui Cunha-Administrator*

- July-September STR demand indicator actuals
- Strong July
- Comp set analysis
- Fiscal Year 2021 TDT actuals
- Vacation rental demand indicators

## **Central Florida Zoo Update**

*Dino Ferri-CEO*

- Dino will remain with the Central Florida Zoo until January 2022
- Year over year attendance trend
- Annual pass sales update
- Social media content
- Asian Lantern Festival marketing budget
- Expecting the most attended Asian Lantern Festival in Zoo history
- Asian Lantern Festival pricing details

## **Evok Update**

*Allison Braunstein-Account Executive*

- New Campaign using local influence to attract visitors
- Two phase promotion strategy to include a sports component as well

- Microsite development
- Phase I and II ad strategy details

#### **Old Business**

- Chairman Frank Cirrincione, Mary Sue Weinaug, and Brenda Urias honored as the outgoing TDC members
- Commissioner Bob Dallari honors the outgoing TDC members and thanks them for their service. Commissioner Dallari stresses the importance of continued innovation and ensuring that we stay committed to new ideas that can bring continued economic impact to our community.
- Chairman Frank Cirrincione's departing remarks. Thanks everyone in attendance for their continued support. Frank agrees with Commissioner Dallari's message and stresses the importance of continued innovation. Keeping an open mind to new ideas is vital for the future of Seminole County tourism.

#### **New Business**

- Next meeting on the first quarter of 2022 (Date TBA) at the Seminole County Services Building

***Meeting adjourned 4:30 PM***