

# ORLANDO NORTH SEMINOLE COUNTY

## TOURIST DEVELOPMENT COUNCIL MEETING

THURSDAY, APRIL 15, 2021

Tourist Development Council meeting called to order by Chairman Frank Cirrincione at 3:03 pm

***A quorum was established***

### **In Attendance:**

Chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs  
Sarah Reece, City of Altamonte Springs CALNO Representative  
Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)  
Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3  
Rick Donohue, General Manager, Embassy Suites Orlando North  
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary  
Mary Sue Weinaug, Owner, Wekiva Island  
Commissioner Patrick Austin, City of Sanford  
Brenda Urias-Manager, Travel Marketing Programs, AAA

### **Excused:**

None

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

### **Approval of January 21, 2021 TDC Meeting Minutes:**

**Motion:** Commissioner Patrick Austin

**Second:** Rick Donohue

**Vote:** Unanimous

### **Central Florida Zoo Grant Application Presentation**

*Dino Ferri- CEO Central Florida Zoo*

- Overview
- Sustainability Update
- Social and Public Relations
- Will Wellons-Wellons Communications discussed marketing strategy
- Upcoming events
- Potential future events
- Grant Request of \$300,000

Discussion regarding zoo funding correlating to TDT collections.

**Motion to approve Zoo Grant Request of \$300,000:** Commissioner Austin

**Second:** Brenda Urias

**Vote:** Unanimous

### **Tourism Administration Update**

#### **Budget Presentation**

*Tricia Johnson-Deputy County Manager*

- Tourism Administration/Leisure will stay flat
- Sports Tourism Event Incentives increase. Will re-adjust mid-year if increase in incentives is necessary
- Additional \$50,000 for marketing special projects.

**Question:** Brenda Urias: Why was sports social media decreased?

**Answer:** Tricia Johnson: Since we have brought social media in-house, we are moving all the social media efforts to one budget line under leisure.

**Question:** Frank Cirrincione: What is the correlation of the increase in budget and TDT collections?

**Answer: Tricia Johnson:** There is no correlation. We couldn't sustain the budget during COVID. We need to make small increases to bring back those items that were cut during the pandemic.

**Gui Cunha:** At this point in time, we are ahead of the forecast. We are mitigating the risk.

**Motion to Approve Tourism Budget:** Commissioner Sarah Reece

**Second:** Mary Sue Weinaug

**Vote:** Unanimous

### **Tourism Leisure Update**

*Gui Cunha-Tourism Director, Orlando North, Seminole County Tourism*

- Occupancy update
- Forecast update

### **Sports Tourism Update**

*Danny Trosset-Sports Tourism Director, Play Orlando North, Seminole County Tourism*

- Yearly recap
- Perfect Game agreement began January 1, 2021
- Upcoming Events

**Question: Brenda Urias:** When will the complex reach capacity for space?

**Answer: Danny Trosset:** We are already there. We are looking to increase those we already have

***\*Gui is jacked up for the next TDC meeting since the TDT numbers should be in black and no longer in the red\****

### **Greater Orlando Sports Commission Update**

*Jason Seigel-President & CEO*

- Recap
- Future events
- Special Olympics 2022: June 4-12
- World Cup update

**Question: Commissioner Constantine:** Please explain what you mean about the number of locations for World Cup versus the amount of locations in the US?

**Answer: Jason Seigel:** There are 10 US locations with 23 cities bidding for those 10. Hope to have finalized selections by the fall.

### **Evok Advertising**

*Allison Braunstein-Account Executive*

- Advertising Agreement began in November 2020
- March Update highlights

**Old Business:** None

**New Business:** None

***Meeting adjourned 4:15 pm***