

ORLANDO NORTH SEMINOLE COUNTY

TOURIST DEVELOPMENT COUNCIL MEETING THURSDAY, APRIL 21, 2022

Tourist Development Council Meeting called to order by Chairman Elizabeth Brown at 3:04 pm

A quorum was established

In Attendance:

- Chairman Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
- Vice Chairman Commissioner Patrick Austin, City of Sanford
- Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3
- Commissioner Sarah Reece, City of Altamonte Springs CALNO Representative
- Bruce Skwarlo, General Manager, Orlando Marriott Lake Mary
- Don Dougherty, General Manager, The Westin Lake Mary, Orlando North
- Jamie Ross, General Manager, Residence Inn Orlando Lake Mary
- Erik Ducharme, Director of Sales, Top Golf Lake Mary
- Judith Derosiers, Mall Director, Oviedo Mall

Pledge of Allegiance and Moment of Silence

Approval of February 3, 2022 Minutes (moved from January 20, 2022)

Motion: Commissioner Reece

Second: Bruce Skwarlo

Vote: Unanimous

Tourism Update

Leisure Update

Gui Cunha – Administrator

- Occupancy update
- TDT Collections update and forecast

Administration Update

Tricia Johnson – Deputy County Manager

- Update on County Manager search
- Budget presentation

Motion to Approve Fiscal Year 2023 Tourism Budget

Motion: Commissioner Sarah Reece

Second: Vice Chairman, Commissioner Patrick Austin

Vote: Unanimous

Central Florida Zoo & Botanical Gardens Grant Presentation

Scott Berner – CFO

Will Wellons – Marketing

- Updated attendance numbers
- Asian Lantern recap
- New CEO: Chandler Robertson
- Upcoming Events
- Facility and Animal Projects updates
- Future Projects
- Request for \$325,000.00

The Zoo has been reaccredited by the Association of Zoos & Aquariums for an additional 5 years

Motion to Approve Zoo Grant Request of \$325,000.00

Motion: Commissioner Sarah Reece

Second: Vice Chairman, Commissioner Patrick Austin

Vote: Unanimous

Tourism Master Plan Presentation

Joseph St. Germain, President, Downs & St. Germain Research

Erin Dinkle, Senior Project Director, Downs & St. Germain Research

Bill Geist, Chief Instigator, DMO Proz

Note that the Sports Feasibility study is a different study than the Tourism Master Plan

Old Business

None

New Business

Industry Update

Central Florida Hotel & Lodging Association (CFHLA)

Robert Agrusa – CEO and President

- Update on challenges
- Workforce shortage
- Hospitality not as quick to recover
- Wages
- Pandemic
- Global travel slower to recover
- Update on Opportunities
- Mentorships/work with high schools in the area
- New partnerships
- Share success stories
- Increase advocacy

Name, Image, Likeness Update

Isaiah Bowser/Gui Cunha

YouTube Series in production featuring Oviedo Mall and Seminole Towne Center as attractions.

Meeting adjourned 4:37 pm