



**Tourist Development Council August  
18, 2022 Meeting Agenda  
Seminole County Services Building  
Room 3024**

- I. Call to Order Chair Elizabeth Brown  
  
Pledge of Allegiance followed by Moment of Silence
  
- II. Welcome and Introductions
  
- III. Approval of April 2022 TDC Minutes\*
  
- IV. Orlando North Tourism Updates
  - a. Central FL Zoo TDC Board Seat\* Tricia Johnson
  
  - b. Tourism Team Presentation Karen Aplin, Danny Trosset, Gui Cunha
  
- V. Tourism Master Plan Presentation Joseph St. Germain, Bill Geist  
Downs & St. Germain, DMO Proz
  
- VI. Sanford Main Street Grant Presentation\* Christina Hollerbach
  
- VII. Central Florida Zoo Update Richard Glover
  
- VIII. evok Advertising Update Lindsay Hayhurst
  
- IX. Old Business Chair Elizabeth Brown
  
- X. New Business
  - a. Industry Update Esteban Saldarriaga  
Economic Development
  
- XI. Adjourn

**Next Meeting**

Thursday, November 17, 2022  
Seminole County Government, Room 3024  
1101 East First Street, Sanford, FL 32771

*\* These items need formal action by the TDC.*

*PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE HUMAN RESOURCES DEPARTMENT, ADA COORDINATOR 48 HOURS IN ADVANCE OF THE MEETING AT 407-665-7941.*

*PURSUANT TO FLORIDA LAW, THE PUBLIC HAS THE RIGHT TO BE HEARD ON ALL PROPOSITIONS. PUBLIC COMMENT TIME ON PROPOSITIONS SHALL BE THREE (3) MINUTES FOR INDIVIDUALS AND SIX (6) MINUTES FOR GROUP REPRESENTATIVES. PROPER DECORUM WILL BE OBSERVED.*