

**SEMINOLE COUNTY
TOURISM DEVELOPMENT COUNCIL
AUGUST 4, 2015 MEETING MINUTES**

ATTENDANCE:

Members Present: Frank Cirrincione, Mayor Jeff Triplett, Chipp Frame, Commissioner Horan, Theo Hollerbach, Bruce Skwarlo, Diane Crews, Greg Pflug

Members Absent: Mayor John C. Maingot

Staff Present: Danny Trosset, CVB Director
Stephanie Hunicke, Groups Sales Manager
Rosangela Santiago, Senior Staff Assistant
Hannah Sedigh, Central Florida Sports Commission
Joseph R. Abel, Leisure Services Director
Ann Colby, Assistant County Attorney

Location: Central Florida Zoo and Botanical Gardens

TIME: Chair Frank Cirrincione called the meeting to order at 3:02pm, a quorum was in attendance.

WELCOMING REMARKS & INTRODUCTIONS: Introductions were made by all in attendance.

APPROVAL OF JULY MINUTES: A correction to the attendance list was requested; both Ann Colby and Theo Hollerbach were present and noted as late arrivals. Mayor Triplett made the motion to approve the minutes with the amended corrections. The motion was seconded by Theo Hollerbach and passed unanimously.

APPROVAL OF JULY MARKETING SUBCOMMITTEE MEETING MINUTES: Theo Hollerbach made the motion to approve the minutes as presented. The motion was seconded by Mayor Triplett and passed unanimously

TDC REPORTS AND PRESENTATION:

Update on TDC/BOCC Tourism Brand Identity Workshop – Danny Trosset
Danny reported a joint workshop took place on July 28th between the Tourism Development Council and the Board of County Commissioners (BOCC). He thanked the TDC members that attended. The direction to move forward with the Orlando North Seminole County logo concept was given. The logo presented by the TDC will be adjusted to reflect the requested changes. The item will be added

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to the August 25th BOCC consent agenda. Commissioner Horan thanked the staff, TDC and everyone who helped with the effort. Chair Frank Cirrincione also extended his thanks to the council members.

Presentation and Discussion on Tourism FY 15-16 Budget – Danny Trosset

Danny presented the proposed fiscal year 2015-16 budget. The proposed budget includes the \$300K debt service for the state of the art LED lighting for the new sports complex as well as \$1.6M for the bond. Mayor Triplett proposed discussing an increase to the marketing and branding budget. The budget was supported as presented with the possibility of revisions after the proposed Central Florida Sports Commission contract and the proposed rebranding initiative are approved by the BOCC.

Update on Central Florida Zoo – Philip Flynn

Philip Flynn proposed an educational center for the recently acquired property that would be phased in with a groundbreaking taking place in 36 months. The previously proposed safari has been deemed not possible due to the limited size of the property and the requirements needed for each of the animals.

TDC REVIEW AND DISCUSSION (if needed):

Meeting Sale Report – None

Sports Sales Report – None

Hotel Occupancy Report – Red McCullough

Hotel occupancy increased 5.2%, ADR increased \$5.61 from same time last year. The average ADR is \$95.39 YTD.

ANNOUNCEMENTS: None

BUSINESS TO BE DISCUSSED AT NEXT TDC MEETING:

Draft Marketing Plan – The proposed plan will be presented at the next TDC meeting after it has been reviewed by Marketing Subcommittee.

Revised TDC Funding Scale and Application – Proposed changes will be presented to the TDC in September.

Yearend Recaps will be presented by Stephanie Hunicke and Hannah Sedigh.

OPEN DISCUSSION: None

ADJOURN: Chair Frank Cirrincione called to adjourn the meeting at 4:56PM.