

ORLANDO NORTH SEMINOLE COUNTY

TOURIST DEVELOPMENT COUNCIL MEETING FEBRUARY 3, 2022

Tourism Development Council meeting called to order by Chairman Elizabeth Brown at 3:01 pm

A quorum was established

In Attendance:

- Chairman Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
- Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3
- Commissioner Sarah Reece, City of Altamonte Springs CALNO Representative
- Commissioner Patrick Austin, City of Sanford
- Bruce Skwarlo, General Manager, Orlando Marriott Lake Mary
- Erik Ducharme, Director of Sales, Top Golf Lake Mary

Excused:

- Jamie Ross, General Manager, Residence Inn Orlando Lake Mary

Pledge of Allegiance and Moment of Silence

Approval of November 18, 2021 Meeting Minutes

Motion: Commissioner Sarah Reece

Second: Commissioner Patrick Austin

Vote: Unanimous

Election of Vice Chair moved to end of meeting

Tourism Update

Administration

Tricia Johnson - Deputy County Manager

- TDC calendar
- Master Plan and Visitor Study to present at the April TDC meeting
- Feasibility study RFP will be advertised for an indoor facility and/or rectangular fields
- 2 vacant TDC seats: County expects to fill the seats by the April TDC

Leisure Update

Gui Cunha - Administrator

- STR Forecast Meeting is February 17, 2022
- Launch Visitor Study by Downs and St. Germain on April 4, 2022
- YouTube launch of Season 2 Encounters with Jim Duby
- Podcast Campaign Launch
- Orlando North Staycation Giveaway
- 20+ Photo/Video Shoots
- Tourism Day in Tallahassee
- Judging: AOHT Hospitality competition at Rosen College Campus
- Tourism to attend the Visit Florida Huddle and Encounter Conference

Sports Update

Danny Trosset - Sports Tourism Director

- 2021 Demand Indicator achievements
- Surpassed 100,000 room nights at Sports Complex
- Set new room night record for all venues at 44,000+
- Hosted at least one event 50 out of 52 weeks
- Thanked Seminole County Leisure staff for efforts to maintain fields and facilities
- Fiscal Year Summary – Sports Complex and Other Venues
- December and January forecast
- Perfect Game Impact
- Upcoming Events
- ECNL Girls recap
- NFHCA Field Hockey recap
- Perfect Game Cares Foundation Camp
- ECNL Boys recap

Occupancy Update

Gui Cunha - Administrator

- October, November, December analysis
- Comp Set analysis
- Vacation Rental Key Data Report

Central Florida Zoo Update

Dino Ferri - CEO

- 13 month attendance trend
- Fiscal Year to Date Attendance
- Fiscal Year to Date Revenue
- Asian Lantern Festival analysis

Evok Update

Allison Braunstein - Account Executive

- Influencer Campaign in phase II

Industry Update - Orlando Sanford International Airport

Chairman Elizabeth Brown

- Recovery analysis
- Pandemic effect on air travel
- Pilot shortage discussion
- World2Fly-first non-stop from Spain to Portugal to Central Florida
- Air Show returning 2022

Old Business

- None

New Business

- **Election of Vice Chairman for TDC board** - Vice President, according to statutes, should be an elected official
 - **Motion to elect Commissioner Patrick Austin:** Commissioner Constantine
 - **Second:** Bruce Skwarlo
 - **Vote:** Unanimous

Meeting adjourned 4:38 PM