



Tourist Development Council Meeting

January 18, 2018

CSB, Room 3024; 3-5pm

Meeting commenced at 3:01pm

IN ATTENDANCE: Frank Cirrincione, Mary Sue Weinaug, Don Dougherty, George Speake, Chairman
Bruce Skwarlo

NOT PRESENT: Mayor Jeff Triplett, Brenda Urias, Gary Brender, Commissioner Carlton Henley

A quorum was met

A moment of silence was followed by an invocation by Chairman Skwarlo in honor of Red McCullough who passed on January 7, 2018.

Pledge of allegiance and introductions

Welcome Mary Sue Weinaug (Wekiva Island) to the TDC board.

ELECTION OF VICE CHAIRMAN:

According to Seminole County Administrative Code, the 2018/19 Chair shall be a non-hotel representative. George Speake was nominated and elected Vice-Chairman/Chairman 2018/19

Motion: Don Dougherty

Second: Frank Cirrincione

Vote: Unanimous

APPROVAL OF NOVEMBER MINUTES:

Motion: Don Dougherty

Second: Bruce Skwarlo

Vote: Unanimous

CENTRAL FLORIDA ZOO REPRESENTATIVE:

Brenda Urias has expressed interest in serving on the Central Florida Zoo board as the TDC representative.

Motion: Frank Cirrincione

Second: Don Dougherty

Vote: Unanimous

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PARADISE UPDATE (moved up on the agenda):

Elizabeth Gifford – Account Director
Casey Goldstein – Senior Social Media Manager
MJ Kolassa – PR Account Director
Rudy Webb – VP Account Services

- Introduction of new agency owners: Tony and Barbara Karasek
- Finalized contract between Seminole County and Paradise
- Continuing to monitor and update website in conjunction with website redesign project

PUBLIC RELATIONS:

- Focusing on short and long leads
- Pushing the Outreach Program
- FAM was hosted in November; follow-up media should be received soon and will be shared at the March TDC meeting
- Received publicity in local and regional markets; received strong traction on 'Top 10 Things to do Besides Theme Parks' piece
- 2017 PR goals were reached, other than FAMs. As a result; Paradise working with staff to restructure FAM trips

SOCIAL MEDIA

- Interim period between Paradise and Evok transition
- Play Orlando North bounce rate and session numbers have improved

GENERAL UPDATE:

- Website redesign focuses on increasing visitor time on website
- Website will utilize Trip Advisor to help populate restaurants, hotels and attractions and encourage organic searches (common for Trip Advisor users)

Question: Can Trip Advisor focus solely on Seminole county data?

Answer: Yes

Question: Will Paradise still manage website development and monitoring activities?

Answer: Yes, and Evok will manage all social media. We will have an integration between the two groups in order to streamline the process and maintain a cohesive product and user experience.

Website launch is scheduled tentatively for the end of February, 2018, depending upon changes or additions.

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CENTRAL FLORIDA ZOO UPDATE:

Dino Ferri – Zoo Director

- Sonny's BBQ is the new food and catering vendor at the zoo
- The Zoo continues to work with FEMA with Hurricane Irma recovery
- Mark your calendars for Brews Around the Zoo in April
- The TDC grant for FY2017/18 is \$325,000; these dollars are not earmarked for specific improvements or events. Per State Statute, the zoo has authority to decide where the money should be utilized
- The Zoo is Danny and the sports team to offer discounted zoo visit prices to tournament goers
- The zoo will provide a budget and grant application TDC at the May, 2018 TDC meeting

Question: Why will the budget be discussed in May?

Answer: The grant presentation in May allows for TDC review/edits in coordination with the overall County budgeting process.

Question: Do you think the zoo will be requesting more money (over the current grant amount of \$325K)?

Answer: Staff is currently compiling a list of Zoo needs and overall goals in coordination with long-term planning. That list will help dictate the Zoo's TDC "ask" for the 2018/19 fiscal year

Question: Will you be sticking to your 5 year plan?

Answer: Yes

Question: Is there a marketing plan that shows what the zoo plans to do with the 13 acres of frontage property they have?

Answer: Yes, there is a master plan that demonstrates the use of that property

****Tricia to send out 5 year plan and Master Plan to TDC***

TOURISM UPDATE:

Tricia Setzer – Chief Administrator

GOVERNMENT AFFAIRS UPDATE:

- House Bill 3: States that CVBs will be required to increase transparency measures, along with other requirements. . Since not all CVBs are public, tourism associations are not in favor of this bill. The new requirements will require CVBs to report spending, budgets, contracts, salaries, etc, on Visit FL website and CVB websites. These requirements will impact Experience Kissimmee and Visit Florida more than they will Seminole County Tourism since we are a public entity are all tourism documents related to Seminole County are public record. This legislation will just require staff to execute more administrative functions.
- House Bill 585: Expanding the use of TDT tax dollars. Bill allows for tax dollars to be used in connection with public facilities and operational functions, such as roads, transportation, sewage, etc.

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- House Bill 773: AIR BnB regulations such as noise, parking, use, etc. Allows for broader/statewide regulations (versus local) of AIR BnB.

Related: Seminole County is in discussions with Seminole County Tax Collector and AIR BnB regarding the collection of TDT from registered AIR BnBs. The County is currently not collecting TDT from these sites, however the legal team is working on an agreement.

OTHER NEWS:

- Marketing advertising contracts have been executed. We are now in the process of transitioning social media responsibilities.

Chairman Skwarlo commented that he is pleased we have continued our relationship with Paradise since the results have been good, and they are an award-winning group. Expressed appreciation for all their work and what he has seen.

Gui Cunha – *Tourism Manager*

- Currently working with Paradise and the Zoo on Avigator space. A new video has been launched in the space; Paradise is working on design options to present to staff and the Zoo
- Grand Outreach hosted a hiring fair in partnership with SCPS. The primary goal of the fair was to assist the Puerto Rican community who recently relocated after Hurricane Maria find employment
- Empower program class #2 begins 1/22/18
- Staff has met with two of the four ProStart schools in Seminole County. The goal is to support programming, guest speakers, internships and scholarships
- “Tourism Days” in Tallahassee was hosted in January; Gui attended and discussed opportunities for reporting templates with other CVBs
- Hotel occupancy increased in Oct/Nov, 2017 and is anticipated to increase again in December. Weekend numbers are higher than weekdays; weekends have been consistently strong for the last year. These numbers are a partial reflection of Sports Complex success
- TDC requested that a slide be added to the occupancy number presentation that demonstrates comps with other counties
- FADMO uses Downs and St. Germain’s for research and other state multipliers to gather their data
- Vacation rentals use research analytics called Air DNA (similar to the STR)
- Seminole County’s seven cities have approximately 324 AIR BnB rentals that are active
- It is highly unlikely that Seminole County will have commercial AIR BnB communities (some in Osceola County)

Question: Who regulates the apartment complexes, and what stops them from selling unoccupied apartments?

Answer: Commissioner Horan believes that they are regulated similarly to single family residences along with other state and local zoning and land use laws

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Danny Trosset – Sports Tourism Manager

- December wrapped up with successful ECNL boys and girls tournaments and a new field hockey conference and tournament (January)
- 10 events October – November, 2017, that generated 2,759 room nights and more than \$5 million economic impact
- December estimates show five events that generated 2,100 room nights and a \$1.7 million economic impact
- Sports Complex numbers from opening (5/2016) through 2017: 82 events, 18,000 room nights, \$32M in economic impact. FY17/18 projecting 90 events, 27,000 room nights, and \$35M in economic impact. 59 of the 90 events will be hosted at the Sports Complex
- Booking events has become more efficient and successful now that the team has 12+ months of history and event numbers to utilize during the event evaluation and planning process. Events that do not perform will be given a lower-priority in the future.

Question: What do you do about tournaments that were not successful?

Answer: Depending upon what that event may be competing against on the calendar, they will most-likely not get their preferred date or they may not be invited back. The County does not have long-term deals with any events outside of ECNL (boys and girls) and the Corrigan field hockey tournament

Question: Is the boy's ECNL tournament organized by the same people as the girl's tournament?

Answer: They are organized under the same "umbrella," but they have different individual organizers

Question: How did we find the field hockey event?

Answer: We reached out to Corrigan. They had previously hosted their tournament in Naples, FL. Along with the tournament, the County hosted a three-day conference that took place a few days before the tournament. Tournament organizers were pleased with our turf fields, particularly since they dealt with rain outs during their last tournament in Naples. Turf allows for the ball to move even when the ground is wet. This tournament is a three year commitment, similar to ECNL. It will be hosted over MLK weekend in 2019.

Shalisa Griffin – CFSC Representative

- CFSC hosted a youth soccer college cup showcase in conjunction with a first-time youth engagement event at the Sports Complex
- The boy's ECNL tournament hosted as many teams as the Girl's ECNL tournament in its first year
- A new, first-time referee certification event was hosted at the Hilton Altamonte Springs
- Florida Cup Professional Soccer event was hosted at the Seminole Soccer Complex over weekend of January 13, 2018

OLD BUSINESS: None

NEW BUSINESS:

- Ethics training will be scheduled for the TDC later in the year. This is an annual requirement for all elected and appointed officials.

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The future of Red's Hotel Occupancy report was discussed. There are concerns related to who, if anyone, can carry on the work. Due to confidentiality concerns, staff cannot take over the report, nor can someone who hoteliers are not familiar/comfortable with.

Red's daughter, Mary, has not expressed an interest in continuing the report to CVB staff.

Can the STR report be sent to Seminole hoteliers in place of Red's report? Legal stated that the STR report is considered proprietary information, so the report in its entirety cannot be sent out.

Another option would be to send hoteliers the report presented at the TDC meetings (Gui's report) following that TDC meeting. The packet can also be posted online following the TDC meeting.

Meeting adjourned 4:50pm

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