



Tourist Development Council

Meeting Agenda

Thursday, July 10th, 2014

Location: Hilton Garden Inn Lake Mary

- I. Call to Order, Moment of Silent Meditation, Pledge of Allegiance**
- II. Welcoming Remarks & Introductions**
- III. Public Participation**
- IV. Approval of June Minutes***
- V. Consent Agenda Item * Requires Vote by TDC**
 1. Recommend approval for funding in the amount of **\$37,851.48** for the **2014 Elite Clubs National League (ECNL) Winter National Event** scheduled to take place December 28-30, 2014 at Seminole Soccer Complex, Sylvan Lake Park, and Central Winds Park. Funds will be used for the rental of facility fees. This event has **guaranteed a minimum of 3,500 room nights** for Seminole County hotels with an **estimated economic impact of approximately \$3,400,000. *Amount required does require special event approval as it exceeds \$25,000.**
 2. Recommend approval for the **FY 2014-2015 annual funding for the Central Florida Zoo's** funding request in the amount of **\$225,000** for the intended use of funds as outlined within the grant application.
- VI. Tourism Subcommittee Updates**
 1. **Finance Subcommittee Q2 Expenditure Report- Rosangela Santiago**
- VII. TDC Reports and Updates**
 1. **Seminole County Focus Group Research Presentation and Discussion- Walter Klages**
 2. **CVB Group Sales Report**
 3. **Sports Commission Sales Report**
 4. **Paradise Marketing Report**
 5. **Hotel Occupancy Report- Red Mculough**
- VIII. Updates and Discussion**
 1. **Update on Tourism Marketing Services- Danny Trosset**
 2. **Sports Complex RFP Process and Updates- Joe Abel**
 3. **Future TDC Meetings**
 4. **Upcoming meetings, tradeshow, and events**
- IX. New Business**
- X. Discussion and Announcements**
- XI. Adjourn**

** 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.