



TOURIST DEVELOPMENT COUNCIL MEETING (VIRTUAL)

Thursday, May 21, 2020

The Tourist Development Council meeting was called to order by Chairman Sarah Reece at 3:02 pm

***A quorum was established***

**In Attendance:** Chairman Sarah Reece, City of Altamonte Springs CALNO representative  
Vice-chairman Frank Cirrincione, General Manager Hilton/Orlando Altamonte Springs  
Commissioner Patrick Austin, City of Sanford  
Commissioner Lee Constantine, Seminole County Board of County Commissioners, District 3  
Diane Crews, President, Orlando Sanford International Airport  
Rick Donohue, General Manager, Embassy Suites Orlando North  
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary  
Mary Sue Weinaug, Owner, Wekiva Island  
Brenda Urias, Tourism Marketing Manager, AAA

**Excused:** None

**Pledge of Allegiance and Moment of Silence**

**Approval of January 16, 2020 TDC Meeting Minutes:**

**Motion:** Commissioner Constantine

**Second:** Brenda Urias

**Vote:** Motion carries unanimously

**COVID- 19 Update**

*Alan Harris, Chief Administrator, Office of Emergency Management*

*Joe Abel, Deputy County Manager, Seminole County*

*Danny Trosset, Sports Tourism Manager, Seminole County*

- Comments by Danny Trosset regarding closure of sports facilities
- Cancel all tournaments through June 21, 2020-reevalute in mid-June
- Safety of staff and visitors #1 priority in re-opening

**Tourism Update:**

*Tricia Johnson, Deputy County Manager, Seminole County*

- Thanked Clint Patterson and Gui Cunha for organizing and updating
- Meetings will continue to be virtual through June
- Will hold a special meeting for the budget in June with date to be determined
- Zoo Grant Request
- Interim Marketing Campaign

*Gui Cunha, Tourism Manager, Do Orlando North/Seminole County*

- STR Webinar Forecast and Occupancy update and forecast

### **Zoo Grant Request Presentation**

*Dino Ferri, CEO, Central Florida Zoo and Botanical Gardens*

- Request for \$600,000: a \$300,000 initial request up front for emergency operations fund with a possible \$300,000 additional for later recovery, if necessary
- TDC members discussed the Zoo request.

\*Note Zoo could request additional funds from Board of County Commissioners during the fiscal year\*

**Motion:** Commissioner Constantine approve \$300,000.00

**Second:** Commissioner Patrick Austin

#### **Public Comments:**

- Rich Maladecki, President of Central Florida Hotel and Lodging Association

**Vote:** 7-2 for \$300,000

**Yea:** Commissioner Constantine, Commissioner Austin, Rick Donohue, Diane Crews, Brenda Urias, Mary Sue Weinaug, Chairman Sarah Reece

**Nay:** Jamie Ross, Frank Cirrincione

### **Greater Orlando Sports Commission**

*Jason Seigel, President & CEO, Greater Orlando Sports Commission*

- Recap of current fiscal year (2019/20)
- Preparing for new realities for all levels of sports

### **Marketing, Public Relations and Social Media Updates**

#### **Paradise**

*Rudy Webb, Senior Vice-President Advertising and Marketing, Paradise Advertising*

*Danielle Ackerman, Account Director, Paradise Advertising*

- COVID-19 Interim Response and Campaign

#### **Evok**

*Allison Parker, Account Executive, Evok Advertising*

- Social Media update and Interim Response

\*Note this is a \$300,000 campaign out of reserves

#### **Other Business:**

Next TDC meeting will be June 18, 2020 at 3pm.

Include new budget and this years budget in packet that will be sent Friday before for tdc members to review

**Meeting adjourned 5:26 pm**

