

**Orlando North Seminole County Tourism  
Tourist Development Council Meeting  
March 7, 2016  
Wekiva Island**

**IN ATTENDANCE**

Theo Hollerbach, Chairman  
Commissioner Gary Brender, Vice-Chairman  
Commissioner Carlton Henley  
Don Dougherty  
Chipp Frame  
Bruce Skwarlo  
George Speake

**NOT PRESENT**

Mayor Jeff Triplett

*A quorum was present.*

Chairman Hollerbach called the meeting to order at 3:03pm with a moment of silence and Pledge of Allegiance

The Chairman welcomed the TDC's newest representative, City of Lake Mary Commissioner Gary Brender. Commissioner Brender Council of Local Governments representative (CALNO) Commissioner Brender has served as a City of Lake Mary Commissioner for 22 years. He spoke about great changes occurring for the City of Lake Mary – Griffin Towne Park is going before the City Commission that evening. Additionally, the Siemans property recently sold. Siemans is working with city staff to determine what type of development will be best suited for that space.

Chairman Hollerbach asked the TDC, staff and visitors to introduce themselves. County Attorney Ann Colby introduced the TDC to Paul Chipock, Assistant County Attorney. Paul will be replacing Ann when she retires later this year. Paul joins Seminole County from both private practice and Orange County Attorney's Office.

**ELECTION OF VICE-CHAIRMAN**

Chairman Hollerbach called for a nomination for the TDC Vice-Chairman position, which must be filled by an elected member of the TDC (per FL statute). The Vice-Chairman will serve as Chairman of the TDC in 2017.

MOTION: Commissioner Henley made a motion to elect Commissioner Gary Brender as 2016 Vice-Chairman of the TDC.

SECOND: Bruce Skwarlo

VOTE: Motion passed unanimously

**APPROVAL OF MINUTES**

MOTION: Commissioner Brender made a motion to approve the January 21, 2016 minutes

SECOND: Commission Henley

DISCUSSION: Bruce Skwarlo asked that the January 21 minute be amended to reflect that the incentive multiplier for all room nights is \$15. The January minutes reflect that the multiplier would vary, depending on season. However, the minutes did not reflect that the final decision was made to have a flat multiplier for all room nights. This information will be amended in the January 21, 2016 minutes.

VOTE: Motion passed unanimously

## **TOURISM REPORT**

Tricia Setzer provided an update regarding the following:

- Tourism reorganization
  - Bruce Skwarlo asked who should be contacted regarding operational issues at the new Sports Complex. Joe Able answer that any issues related to events should be directed towards Danny. Issues related to operations and maintenance of the facility will be directed to the Sports Complex staff, who Joe is in the process of hiring.
- Advertising agency contract
  - Ann Colby shared some of the responsibilities of an evaluation committee representative and suggested that Ray Hooper (County Purchasing and Contracts Manager) be the evaluation committee's contact for any questions regarding the process. The process is all public record. Meetings are during the day.
  - Chairman Hollerbach asked how much time is anticipated of evaluation committee members. Ann shared that time commitment will be based on how many proposals are evaluated. Responsibilities include meetings for presentations, individual evaluations, paperwork.

## **ADVERTISING EVALUATION COMMITTEE**

Chairman Hollerbach decided to vote on two TDC evaluation committee representatives since the process was being discussed.

Bruce Skwarlo recused himself based on a potential personal conflict of interest. Don Dougherty asked not to be considered due to time constraints.

Theo and George Speak volunteered to serve.

MOTION: Bruce Skwarlo made a motion for Theo Hollerbach and George Speake to serve as the TDC representatives on the Advertising/Marketing Agency contract evaluation committee

SECOND: Don Dougherty

VOTE: Motion passed unanimously

- Sports Complex grand opening
  - Tricia reminded TDC members of the Sports Complex Grand Opening on May 13, 2016, at 6:30pm

## **LEISURE AND ADMINISTRATION REPORT**

- Stephanie reviewed a bit about Rosangela's new role and shared that the tourism team has been focused on revising the tourism annual plan for presentation to the TDC in May.
- She said that Tricia will be reaching out to the marketing subcommittee soon to schedule a committee meeting.

## **SPORTS REPORT**

Danny Trosset provided a report on the following:

- Recap of February 23, 2016 BCC Sports Tourism Work Session
- Request for budget amendment request (BAR) to move \$XXX from Tourism Reserves to Sports Incentive Funding.
  - Danny discussed the need for additional sports incentive dollars due to the increase in sports events between May – December at the new Sports Complex. Commissioner Brender asked for clarity the additional funding – is the funding for May - Sept, 2016 or May – Dec 2016. Danny clarified that the additional funding will be used for May – September, 2016 events. Any funds not used will be moved back into Tourism Reserves.
  - Commissioner Henley asked how many open dates does the Sports Complex currently have (that have not been committed). Danny said between May – December the complex has five open weekends, which includes Thanksgiving, Christmas and time for field maintenance.
  - Commissioner Henley asked what field maintenance will cost. Joe Able said Leisure Services has an operational budget but he does not have the numbers at the moment.
  - Chairman Hollerbach said that the TDC collects 5% off each room night. He is concerned that the incentive is high for the return on room night collection. Danny said that the economic impact of an event is the driver, not just the bed tax in comparison to the incentive awarded.
  - Commissioner Henley requested that tourism staff do a survey of other CVBs to ascertain how they spend incentive dollars (and how much they budget). He is concerned about cash flow.
  - Bruce Skwarlo asked about commitment (dollars) to the County. Joe Able discussed the debt service to the complex bond (just under \$2M), which also includes the cost of lighting (12 years for lighting, 20 on bond). The \$2M comes out of the \$4.5M tourism nets annually from TDT. The 5 cents per penny that goes toward TDT revenues can only be utilized for specific things – there are certain things portions of that 5 cents can be spent on. Currently, tourism has \$7M in reserves. \$6M of that is earmarked for Soldier's Creek renovation. \$1M will stay in tourism reserves. Tourism recoups at least \$4.5M annually from TDT, which covers operations, debt service. The remainder goes into reserves.
  - Commissioner Henley stated that most of the TDT dollars collected by the County come from hotel stays, not just sporting events. Sports has helped to increase heads in beds, but is not responsible for the bulk of TDT collections.

MOTION: Bruce Skwarlo made a motion to approve the BAR of \$XXXX

SECOND: Chipp Frame

DISCUSSION:

- Commissioner Brender also asked about what other counties do with incentive dollars. He asked that staff survey other counties. Ann Colby reminded staff to compare “apples-to-apples” as tourism offices manage incentives differently.

VOTE: Motion passed unanimously

- Danny provided an update on the hotel booking process meeting – scheduled for 3pm on May 29<sup>th</sup> at the Orlando Lake Mary Marriott.
- Joe Abel provided an update regarding the sports complex. He believes the complex should be substantially complete by end of the month and April will be punch list and final construction. Bruce Skwarlo asked about TDC tours. Tours will be made available to the TDC; Tricia will coordinate with TDC members and Joe Able. If more than one TDC member is on the same tour, the tour must be publicly noticed.

### **PARADISE REPORT**

- Tricia shared that Paradise is going to present the new summer campaign to the TDC. TDC members responded favorably to the presentation. The campaign will launch in about two months.
- Paradise presented the new Play Orlando North website which will launch the week of March 20<sup>th</sup>
- Paradise shared that the new booking engine, Regatta, is live on the Orlando North Tourism website.
- Mary Jane provided a PR recap, to include the recent Mommy Blogger FAM and plans for the next few months. Social media updates were also presented.

### **HOTEL REPORT**

Red McCullough was unable to attend (his daughter was being honored as one of the Seminole County Teachers of the Year that evening). Bruce asked why the 2015 ADR was not included in Red’s most-recent report. Tricia said she contact Red and would look into it.

### **OPEN DISCUSSION**

Bruce Skwarlo requested that the sports team update the TDC based on the CFSC handout (page 12/13 of packet) and add columns that detail events after-the-fact...what incentive was awarded/what incentive was actually paid out/ what room night were anticipated/what room nights were fulfilled. Tricia committed that this information would be added to the packet at the bi-monthly TDC meetings.

Chairman Hollerbach reminded attendees of Pints and Paws in downtown Sanford on Saturday, March 19<sup>th</sup>.

**ADJOURN:** Meeting was adjourned at 4:34pm