

**Orlando North Seminole County
May 19, 2016 Tourist Development Council
Meeting Minutes**

In Attendance: Don Dougherty, Chipp Frame, Carlton Henley, Theo Hollerbach (Chairman), Bruce Skwarlo, George Speake, Jeff Triplett

Absent: Gary Brender (Vice-Chairman)

Meeting was called to order by Chairman Hollerbach at 3:05pm

Motion to approve March 17, 2016 meeting minutes was made by Bruce Skwarlo and seconded by Commissioner Henley.

Bruce Skwarlo asked that the minutes be amended to reflect the actual amount of the approved budget transfer request of \$135,000. The amount was not included in the original minutes. The amendment to the minutes was made by Tricia Setzer.

Motion passed unanimously.

Government in the Sunshine Presentation: Ann Colby, Assistant County Attorney, Seminole County Government

- Annual TDC presentation regarding Sunshine Law, ethics, public records, liability, Florida Statute 125.0104, Tourist Development Tax overview, Administrative Code Overview, advisory board responsibilities, and code of ethics.

Tourism Report: Tricia Setzer, Seminole County Government, Stephanie Hunicke, Orlando North

- Phillip Flynn from Central Florida Zoo provided the BCC with a development update at an April BCC workshop. Some TDC members were in attendance.
- New administrative assistant joining the tourism team in July
- July 21 TDC meeting location change to room 3024, County Services Building
Mayor Triplett asked if all future meetings could be moved to the County Services Building room 3024, other TDC members agreed. Tricia agreed to work with staff to secure room 3024 for all upcoming TDC meetings, rather than the BCC chamber.
- Sports Complex grand opening: Overview of sports complex grand opening event success
- Tourism team is currently developing annual plan for presentation at October annual event
- Overview of AllWays Traveler and National FAM participation

Sports Report: Danny Trosset, Orlando North, and Hannah Sedigh, Central Florida Sports Commission

- Overview of TDC incentivized sports events scheduled thus far
Bruce Skwarlo and Don Dougherty asked why the Champions Cup event had 1,300 projected room nights but the total incentive funding requested by the tournament was \$5,314.50. Danny said that the tournament only requested funding to cover the cost of the field maintenance fees.

Mayor Triplett asked why the Florida League High School Invitational room nights are not equitable to the funding provided. Danny shared that teams are only paid for the amount of rooms generated (paid after the tournament), therefore the projected room nights for this tournament were higher than the actual room nights.

- Central Florida Sports Commission Sales Report
 - ECNL Soccer Tournament generated 2,600 room nights
 - FHSA Tennis Tournament generated 490 room nights
 - 26,315 room nights are projected May – December, 2016
 - Current room night generation is 6,324
 - USSSA tournament *estimates*: 101 teams participated, 698 estimated room nights (200+ room nights above projected)
 - Hannah offered to send a copy of the sales report to the TDC

Bruce Skwarlo asked for final room nights for National Baseball. Hannah said that County Tourism manages Nations Baseball, not CFSC. Danny said he is waiting on final numbers from the tournament to present to TDC.

Marketing and Advertising Report: Lauren Wombacker and Mary Jane Kolassa, Paradise

- Lauren Wombacker will be interim account manager while Kristen Murphy is on maternity leave
- Connect Sports, Connect Faith trade show sponsorships are currently under negotiation
- The new PlayOrlandoNorth.com website has been launched
- About.com is highlighting paddling trips on the Wekiva
- June issue of Money Magazine features family vacation opportunities in Central FL and promoted Wekiva Springs State Park
- Orlando North joined the International Travel Writers Alliance
- Sports Complex Media Tours: WESH, 6, 9, Fox 35
- Additional publicity on Sports Complex opening:
 - Forward Florida: <http://forwardflorida.com/florida-sports/new-seminole-county-sports-complex-kick-starts-local-economy/>
 - News Channel 13: http://www.mynews13.com/content/news/cfnews13/news/article.html/content/news/articles/cfn/2016/5/3/new_seminole_sports_.html
 - Orlando Sentinel: <http://www.orlandosentinel.com/news/seminole/os-seminole-county-sports-complex-opening-20160509-story.html>
 - Athletic Business: <http://www.athleticbusiness.com/stadium-arena/county-hopes-sports-complex-will-bring-tourism-dollars.html>
 - Sanford Herald: [http://www.mysanfordherald.com/view/full_story/27178555/article-Seminole-County-to-unveil-\\$27m-Sports-Complex-next-week--Complex-already-booked-with-tournaments-through-2016?instance=home_news_right](http://www.mysanfordherald.com/view/full_story/27178555/article-Seminole-County-to-unveil-$27m-Sports-Complex-next-week--Complex-already-booked-with-tournaments-through-2016?instance=home_news_right)

Bruce Skwarlo asked if it is possible to put more local pictures and video on the PlayOrlandoNorth.com site (rather than stock photography) and asked that the website video be updated with new complex images.

Hotel Occupancy Report: Red McCullough

- February, 2016:
 - Rate: \$114.29
 - OCC: 83%
 - YTD: 79.8%
 - All hotel renovations completed
- Red noted that he has added ADR to the report per the TDC request

Old Business: Theo Hollerbach

- None to report

New Business: Theo Hollerbach

- None to report

Theo Hollerbach adjourned the meeting at 4:23pm.