

ORLANDO NORTH SEMINOLE COUNTY

TOURISM DEVELOPMENT COUNCIL MEETING

Thursday, November 17, 2020

Tourist Development Council meeting called to order by Chairman Sarah Reece at 3:04 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
Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
Commissioner Lee Constantine, Seminole County Board of County Commissioners,
District 3
Rick Donohue, General Manager, Embassy Suites Orlando North
Jamie Ross, General Manager, Residence Inn Orlando Lake Mary
Mary Sue Weinaug, Owner, Wekiva Island
Commissioner Patrick Austin, City of Sanford

Excused: Brenda Urias, Tourism Marketing Manager, AAA

Pledge of Allegiance and Moment of Silence

Approval of July 17, 2020 TDC Meeting Minutes:

Motion: Commissioner Lee Constantine

Second: Commissioner Patrick Austin

Vote: Unanimous

Tourism Administration Update

Tricia Johnson, Deputy County Manager

- CARES Act Update
- Introduction of New TDC member, Elizabeth Brown, President, TBI US Operations Inc./OSI Inc. (SFB)
- Discussion regarding changing the TDC meetings to a quarterly calendar starting in 2021

Tourism Leisure Update

Gui Cunha, Tourism Director, Orlando North, Seminole County Tourism

- Marketing Transition Update
- Introduction of new Tourism Manager, Karen Aplin, and new Tourism Coordinator, Jessica Pickering

- PPE distribution Update
- Evok and the Tourism Team are executing a Content Development Plan by December 31, 2020
- Asking for all partners to participate in Quarterly Giveaways by donating items such as gift cards or gift certificates
- Monthly STR demand numbers continue to show that Seminole County is exceeding the STR Forecast projections
- New STR Forecast expected in the upcoming January 2021 TDC Meeting
- \$4.2 million FY 2020 TDT collections. Surpassing the forecasted \$3.8 million

Question: Chairman Sarah Reece: Can cities or other venues receive the branded PPE being distributed?

Answer: Gui Cunha: Yes. We will work together to identify potential new events and new distribution points.

Sports Tourism Update

Danny Trosset, Sports Tourism Director, Play Orlando North, Seminole County

- Sports Complex/Other Venue
- Upcoming Events
- Go Sports Agreement has been approved
- Tourism will meet with Perfect Game to clarify hotel expectations

GO Sports Update

Jason Seigel, President & CEO, GO Sports

- Review of services provided
- Future event updates
- Possible Regional opportunities for international events, mainly focused around soccer
- Promotion of youth sports through the creation of the GO Youth Sports Task Force

Question: Rick Donohue: If Orlando is selected as a potential site for the World Cup, will the games take place at the Citrus Bowl or Exploria Stadium?

Answer: Jason Seigel: Per FIFA requirements, the potential games will need to occur in the Citrus Bowl.

Central Florida Zoo Update

Dino Ferri, CEO, Central Florida Zoo

- Continued fundraising efforts
- October 2020 had a higher attendance than October 2019 due to the Zoo Boo Bash
- Review of Zoo Boo Bash key performance indicators
- Zoo Project Updates
- New Sustainability Campaign
- New iHeart Media marketing campaign
- Upcoming Promotions and Events for Enrichment Day and Santa at the Zoo

Marketing, Public Relations and Social Media Updates

Evok

Larry Meador, CEO & Chief Strategy Officer, Evok Advertising

Recovery Campaign Update

- Social Media showing much positivity through Nuvi Social Listening
- Media Plan created and submitted to Tourism for review
- Excited to partner with GO Sports and Perfect Game on potential campaigns

Old Business: None

New Business:

- January 21, 2021 TDC meeting location TBD

Meeting adjourned 4:30pm