

**SEMINOLE COUNTY
TOURISM DEVELOPMENT COUNCIL
SEPTEMBER 10, 2015 MEETING MINUTES**

ATTENDANCE:

Members Present: Frank Cirrincione, Mayor Jeff Triplett, Mayor John C. Maingot, Chipp Frame, Bruce Skwarlo, Diane Crews, Greg Pflug, Commissioner Horan (3:25), Theo Hollerbach (3:27)

Members Absent: None

Staff Present: Danny Trosset, CVB Director
Rosangela Santiago, Senior Staff Assistant
Stephanie Hunicke, Groups Sales Manager
Hannah Sedigh, Central Florida Sports Commission
Ann Colby, Assistant County Attorney

Staff Absent: Joseph R. Abel, Leisure Services Director

Location: Hilton Garden Inn Lake Mary

TIME: Chair Frank Cirrincione called the meeting to order at 3:02pm, a quorum was in attendance.

WELCOMING REMARKS & INTRODUCTIONS: Introductions were made by all in attendance.

APPROVAL OF AUGUST MINUTES: Bruce Skwarlo made the motion to approve the minutes as presented. The motion was seconded by Mayor Triplett and passed unanimously.

TDC UPDATES AND PRESENTATION:

Tourism Rebrand Approval and Next Steps – Danny Trosset

Danny reported the Board of County Commissioners approved the rebranding as Orlando North Seminole County Tourism. Launching of the new brand to take place in December.

Sports Commission Approval and Next Steps – Danny Trosset

Danny reported a new performance based agreement has been executed with the Central Florida Sports Commission. Hannah Sedigh and three new Central Florida Sports Commission employees will represent Seminole County's sports marketing efforts. Payment will be performance based, prorated based on generated room nights.

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Presentation of FY 15/16 Tourism Sales & Marketing Plan – Danny Trosset

Danny introduced a PowerPoint presentation on the proposed Sales & Marketing Plan. Kristen Murphy provided an overview of the marketing components of the plan. Paradise recommended growing an international presence. Stephanie Hunicke presented the group and meetings component. Hannah Sedigh shared the sports marketing and sales component. The Council requested quarterly sports sales reports.

Additional Marketing Opportunities – Danny Trosset

Danny Trosset opened a discussion on additional marketing opportunities. Allegiant markets are being reviewed for consideration. Danny stated he would come back to the TDC in October with a plan on what it would take to enter some of these additional markets.

Hotel Occupancy Report – Red McCullough

Red reported August was a bit slow. Hotel occupancy reported at 65.9% with ADR at 85.05, a \$5.85 increase over 2014. Year to date, occupancy reported at 76.5%, a 4.4% increase.

TDC REVIEW AND DISCUSSION (if needed):

Meeting Sale Report – Stephanie Hunicke: None

Sports Sales Report – Hannah Sedigh

Hannah reported the 2015/16 sports events calendar is available, she will be sending it out to the partners.

Paradise Marketing Report – Kristen Murphy

Kristen shared a video produced for and used at the Connect tradeshow.

ANNOUNCEMENTS:

Congratulations were given to Diane Crews who was recently appointed President/CEO of the Sanford Airport Authority. Fireball Run taking place in Downtown Orlando on October 2nd from 3-6pm. Danny Trosset informed the Council the Klages Group will be presenting on the new Visitor Profile Study at the October meeting.

BUSINESS TO BE DISCUSSED AT NEXT TDC MEETING:

End of year sales and marketing recap for FY14/15 will be presented at the October meeting.

OPEN DISCUSSION: None

ADJOURN: Chair Frank Cirrincione called to adjourn the meeting at 4:34PM.