



Tourism Development Council Meeting
September 15, 2016
County Services Building, Room 3024

IN ATTENDANCE:

Theo Hollerbach, Chairman, Commissioner Gary Brender, Vice-Chairman, Commissioner Carlton Henley, Don Dougherty, Bruce Skwarlo, George Speak, Mayor Jeff Triplett, Chipp Frame

A quorum was present

Chairman Hollerbach called the meeting to order at 3:00 pm with a moment of silence followed by the Pledge of Allegiance

APPROVAL OF JULY 21, 2016 MEETING MINUTES:

Motion: Gary Brender

Second: Bruce Swkarlo

Vote: Motion passed unanimously

TOURISM UPDATE:

Tricia Setzer

- Update on open tourism position: position is now closed; the County received a number of qualified applicants. A panel will be selected and interviews will be scheduled over the next few weeks. The position is responsible for marketing, meetings and general tourism office management and oversight.
- **Tourism Luncheon Update:** Wednesday, October 12, 2016 at 11:30 am -1:30pm at the Orlando Marriott Lake Mary <rescheduled for 12/14/16>
 - Tricia will send TDC members and Board of County Commissioners menu options
 - Nominations: A survey was sent to all partners via Survey Monkey. The digital format has garnered great success
- Advertising contract extension: BOCC voted on September 13, 2016 for extension of one year (to expire September, 2017).
 - Tricia recommended the TDC and staff reestablish a marketing committee to conceptualize the scope of services. Possible options could be separating sports tourism from rest of tourism, having separate digital contract, etc.
 - Tourism will be presenting at a BOCC workshop in January/Feb, 2017 to present scope options
 - Timing for RFP: April, 2017 (tentative)

- **Central Florida Sports Commission (CFSC) Contract Update:**
 - 3 year contract that allows county to make adjustments as needed
 - Currently meeting with CFSC to review current contract and discuss metrics and staffing options moving forward. Our goal is to discuss potential changes at the 11/17/2016 TDC meeting
- **Proposed 2016/17 Budget:**
 - Budget Totals: \$2.218 million (not including debt service)
 - \$4.218 million with (with debt service)
 - TDT collections at \$4.8 million-projection, a 3.5% increase from 14/15 FY
 - 16/17 projections are not yet available
 - Primary budget increases:
 - \$15,000 for salaries and the county proposed 3.5% increase in pay for employees
 - \$3000 increase for printing of Visitor Guides. Tourism team and Paradise are discussing options to decrease visitor guide costs
 - \$175,000 Sports Incentives-grants; TDC is familiar with sports incentive process. If the amount budgeted for incentives is not used entirely, those dollars are moved back to tourism reserves.

Question: Bruce Skwarlo: why was pay increased, and will there be any new positions added to tourism?

Answer: Tricia Setzer: pay was increased for 2 positions due to 2015/16 reorganization, and no additional positions will be added at this time.

Question: George Speake: what is the non-employee travel budget? And how does the budget get voted and approved?

Answer: Tricia Setzer: The non-employee travel budget is for the CFSC employees travel.

Second Answer: The vote on the budget will occur at the end of September at the BOCC public meeting, so the TDC needs to review and make recommendations to the budget prior to approval by BOCC.

Question: Gary Brender, Vice-Chairman: with the lengthy discussion at the July meeting on the Zoo's budget, why is the budget still showing only \$225,000 and not the increase we recommended?

Answer: Tricia Setzer: The zoo grant request goes before the BOCC in October <since moved to November 15, 2016>; until it is voted upon by BOCC, as it is more efficient to move money from tourism reserves, versus requesting a higher amount that is not approved.

Question: George Speake: why didn't the zoo provide the additional detail we requested of them at July meeting?

Answer: Tricia Setzer: The zoo is discussing a 5-year plan that will present more detail with respect to how grant dollars are spent.

Discussion: Commissioner Henley suggested the zoo share their fundraising efforts outside of government entities (i.e. private donors). They are obligated to demonstrate all fundraising efforts and report a complete financial picture.

-Tricia will speak with Phil Flynn regarding the zoo's monthly reports.

- **Visitor Marketing Profile:**

Question: Bruce: are we going to continue to utilize these services, and how is the information utilized?

Answer: Tricia: Research Data Services, Walter Klagles and his team gather and provide on a quarterly basis. Paradise/Kristen will ask Walter to present at the 11/17 TDC meeting. Bruce encourages tourism to not resign the contract unless something different is shown in the data versus what they already see on their own. Paradise commented that is valuable to them as a marketing tool to see what new markets of opportunity they can use for highest impact.

Motion: Mayor Jeff Triplett motioned to approve proposed FY 2016/2017 budget

Second: Bruce Skwarlo

Vote: motion passed unanimously

Rosangela Parker

- FAM: Microbrewery and Foodie FAM scheduled for September 21-23
 - 7 media writers to attend; Rosangela and Mary Jane will represent Tourism
 - Visiting Winter Springs, Casselberry, Longwood and Sanford
 - George requested that Rosangela communicate with Interjet since they serve Mexico City and they have increased their daily flights.

SPORTS UPDATE:

Danny Trosset and Hannah Sedigh

8/23/16 workshop updating BOCC on CFSC performance. Projections have changed since the February workshop. Many lessons learned regarding certain tournaments and organizers since opening in May.

- CFSC and tourism are creating more stringent vetting processes for event organizers and will evaluate their performances both projected and actual teams/hotel room nights delivered.
- 11/17/16 TDC meeting Danny will provide a complete fiscal year recap of CFSC performance.
- **Question:** what will Soldier's Creek be used for, the main focus?
Answer: primarily girls fast pitch softball and youth baseball

CFSC

- Year-to-date: CFSC booked 21 events with 2 upcoming before end of fiscal year. 11,000 room nights have been verified since May, 2016 opening.
- In the process of finalizing the FY 2016/17 plan and will present to the TDC at next meeting
- ECNL will have more teams participating this year; they may have to turn away teams due to popularity. CFSC currently working with ECNL on future contract, as current contract expires after 2016 event.
- Future event opportunities include NCAA 2018-2022 Division 2 and 3 tennis championships
- Youth cup soccer tournament will be hosted in Seminole (similar to Division 1 College Cup)

PARADISE UPDATE:

Kristen Murphy

- Photo and video shoot scheduled for late-September. Paradise will present product at November meeting.
- Discussing visitor guide opportunities/changes with tourism team

Mary Jane Kolassa

- July-August five press releases sent; Mary Jane will add TDC to distribution list
- Fishing FAM (partnership with New Smyrna) in July went well. The City of Sanford was highlighted as a result of the FAM.
- Increasing publications in British journals/magazines

Jessica, Social Media

- Paradise is utilizing Instagram to further promote tourism opportunities

HOTEL OCCUPANCY:**Red McCullough**

- August remains in 60% range at 67.2% (August, 2015: 62.94%)
- YTD: 76.3% (2015: 76.5%)
- ADR: \$90.53, an increase of 4.48% in 2015
- YTD holding at \$100.89

OLD BUSINESS- none

NEW BUSINESS:

- October Fest in Sanford Thursday-Sunday 13-17
- Bruce commented that there is a great site for Zika updates through US Travel

Meeting adjourned 4:24 pm