



Tourist Development Council

Meeting Agenda

January 19, 2017

Seminole County Board of County Commissioners, Room 3024

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| I. | Call to Order, Moment of Silence, Pledge of Allegiance | Chairman Gary Brender |
| II. | Welcome and Introductions | |
| III. | Approval of November, 2016 Minutes* | |
| IV. | Election of 2017 TDC Vice-Chair* | |
| | 1. Per State Statute 125.0104 and Seminole County Administrative Code, the Vice-Chairman shall be a hotelier this year | |
| V. | Central Florida Zoo board seat discussion | |
| VI. | Visitor Profile Presentation | Walter Klages, Research Data Services |
| VII. | Soldier's Creek Project Update | Joe Abel |
| VIII. | Orlando North Tourism Updates | Tricia Setzer |
| | 1. Central Florida Sports Commission contract update | |
| | 2. 2017 open TDC Seats | |
| | 3. Marketing and Advertising RFQ process, workshop and review committee | |
| | 4. Leisure & Meetings | Gui Cunha |
| | 5. Sports | Danny Trosset and Hannah Sedigh |
| IX. | Marketing and Advertising | Paradise Team |
| X. | Hotel Occupancy Report | Red McCullough |
| XI. | Old Business | Gary Brender |
| XII. | New Business | |
| | March Meeting: Ethics presentation and Orlando Sanford | |
| | International Airport presentation | |
| XIII. | Adjourn | |

Marketing & Advertising Workshop

Tuesday, February 14, 2017

Following 9:30am BCC meeting (appx. 10:30am)

Next TDC Meeting

March 16, 2017

3:00pm, Room 3024

** These items need formal action by the TDC.*

PERSONS WITH DISABILITIES NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE HUMAN RESOURCES DEPARTMENT, ADA COORDINATOR 48 HOURS IN ADVANCE OF THE MEETING AT 407-665-7941.

PURSUANT TO FLORIDA LAW, THE PUBLIC HAS THE RIGHT TO BE HEARD ON ALL PROPOSITIONS. PUBLIC COMMENT TIME ON PROPOSITIONS SHALL BE THREE (3) MINUTES FOR INDIVIDUALS AND SIX (6) MINUTES FOR GROUP REPRESENTATIVES. PROPER DECORUM WILL BE OBSERVED.