

ORLANDO NORTH SEMINOLE COUNTY

**Tourist Development Council Meeting
January 18, 2024**

Meeting called to order at 3:03 pm

A quorum was established.

In Attendance:

- Chairman Patrick Austin, Commissioner, City of Sanford
- Vice Chair Bruce Skwarlo, General Manager, Orlando Marriott Lake Mary
- Commissioner Jay Zembower, Seminole County Board of County Commission, District 2
- Commissioner Sarah Reece, City of Altamonte Springs, CALNO Representative
- Andre Hickman, Owner, Comfort Inn & Suites
- Brenda Urias, Owner, Sanford Tours & Experiences
- Judy Desrosiers, Commercial Properties Specialist, OSI
- Josh Gunderson, Mall Director, Oviedo Mall

Excused:

- Don Dougherty, General Manager, The Westin Lake Mary, Orlando North

Pledge of Allegiance and Moment of Silence

Welcome and Introductions

2024 Elections:

Central Florida Zoo Board Appointment

Motion for Judy Desrosiers to maintain appointment:

Motion: Commissioner Reece

Second: Brenda Urias

Vote: Unanimous

TDC Vice Chair Election: attraction

Motion to elect Brenda Urias as TDC Vice Chair:

Motion: Bruce Skwarlo

Second: Commissioner Zembower

Vote: Unanimous

TDC Chair: Hotelier

Motion to elect Bruce Skwarlo as TDC Chair

Motion: Commissioner Reece

Second: Commissioner Zembower

Vote: unanimous

Approval of November 2023 TDC Minutes:

Motion: Commissioner Reece

Second: Commissioner Zembower

Vote: Unanimous

Seminole County Tourism**Leisure Update**

Karen Aplin, Tourism Director, Seminole County

- Marketing and production updates
 - ON Board: water-based series has begun production.
 - I Do Orlando North: wedding series has begun production.
 - ONSC Podcast: Spring 2024 has begun production.
 - Travel Tails Season Two: dog-friendly travel stay ideas are in pre-production.
 - Wonder Squad: animated series is in pre-production.
- Giveaways campaigns will continue through 2024.
- Main Street Board meetings will be attended by Jessica Pickering and Karen Aplin.
- Upcoming Events:
 - Scottish Highland Games
 - SmashBeer Festival
 - Sanford Porch Fest
 - Taste of Oviedo
 - Air Show

Sports Update

Danny Trosset, Sports Tourism Director, Seminole County

- Year-over-year Key Performance Indicator analysis was presented.
- Boombah Sports Complex event recap was presented.
- All Other Venues event recap was presented.
- Upcoming Events:
 - Perfect Game Free Kids Camp at Boombah
 - ECNL Boys
 - NFHCA Field Hockey
 - Men's Senior Baseball
 - Florida Winter Nationals
 - CMI Softball Games
 - HoganLax

Hotel Trends Update

Gui Cunha, Administrator, Office of Strategic Initiatives

- STR Monthly Trends report is in line with forecast and comp sets.
- Keydata Dashboard Monthly Vacation Rentals report has shown stabilization within the vacation rental market.
- Downs & St. Germain Monthly Visitors report provides visitor counts and direct visitor expenditures.

Tourism Work Session Study Presentation

Downs & St. Germain

Joseph St. Germain, President, Downs & St. Germain

Erin Dinkel

- Indoor Facility Forecast Study presentation: demand forecasts for only the indoor capital project.
- Indoor Facility Forecast Study presentation: demand forecasts for both the indoor and Sylvan Lake Park expansion capital projects.
- Economic Impact that is referenced in the Indoor Facility Forecast Study presentation is only accounting for projected Overnight Visitor Spending.

Central Florida Zoo Update

Richard Glover, CEO, Central Florida Zoo

- In 2023, attendance was over 400,000 for 3rd year in a row,
- Asian Lantern Festival: 94,252 tickets sold over 42 ticketed nights.
- Upcoming Events
 - Indigo Bluegrass BBQ
 - Hippity Hop
 - Brews Around the Zoo

Evok Update

Yahn Bartelink, Account Manager, Evok Advertising

- Presented an update on current and upcoming marketing projects.
- Do Orland North website re-design presentation was conducted.

Old Business:

- This was Paul Chipok, County Attorney's last TDC meeting. He will be retiring. Andrew Lanius will be replacing Paul Chipok on the TDC.

New Business:

TDC Chair Bruce Skwarlo directed staff on exploring the possibility of honoring former TDC member Jamie Ross with naming TDC award after her.

Meeting adjourned 4:16 pm