



**TOURIST DEVELOPMENT COUNCIL MEETING
Friday, September 29, 2017**

REVISED MINUTES

The Tourist Development Council meeting was called to order by Orange County Mayor/TDC Chairman, Teresa Jacobs at 9:03 a.m.

Quorum: Established

Present: 6 - Chairman/Orange County Mayor Teresa Jacobs
Mayor A. Dale McDonald, City of Maitland
David Bartek, Vice President of Operations, Loews Hotels
Claire Bilby, Sr. Vice President Event Operations & Premium Services, Walt Disney World
Jesse Martinez, General Manager, Alford Inn at Rollins
Rick Pullum, Executive Vice President, Central Florida Market President, IBERIABANK

Absent: 3 - Mayor Buddy Dyer, City of Orlando
Doug Gehret, General Manager, Hilton Orlando
John Stine, Director of Sales and Marketing, I-Drive 360

Pledge of Allegiance

Public Comment – Craig Jungwirth, 8333 Citrus Chase Drive, Orlando, Florida, asked the council to consider building a hotel at the Convention Center to increase its utilization from 70% to 100%.

Approval of the June 23, 2017 Minutes

A motion was made by Mayor A. Dale McDonald and seconded by Rick Pullum to approve the minutes from the June 23, 2017 meeting of the Tourist Development Council. The motion carried unanimously to approve.

Orange County Convention Center Report

Rodney Gutierrez, Senior Director of Sales, Orange County Convention Center, presented a report of the recent convention/tradeshow activity from July to September 2017, upcoming activity for October to December 2017 and Hurricane Irma impact on Convention Center activities and events.

Orange County Comptroller Report

Margaret McGarrity, Chief Deputy Comptroller, Orange County Comptroller's Office, presented the Convention Center's financial statements as of August 31, 2017, TDT revenues and lodging statistical data.

Visit Orlando Update

George Aguel, President/CEO, Visit Orlando, provided updates on Visit Orlando's role before and after hurricane Irma. Mr. Aguel advised how Visit Orlando acted as a communication resource to make sure all marketing and publicity was geared toward domestic and international brands to spread positive information about Orlando to the convention, meeting and vacationing groups. Visit Orlando is marketing Orlando as the Halloween capital of the world and the place to visit for the fall.

2017 NFL Pro-Bowl Update

Steve Hogan, CEO, Florida Citrus Sports, provided an update on the 2017 NFL Pro-Bowl.

Mr. Hogan requested approval of a TDT plan amendment for \$2 million to support the 2018 NFL Pro-Bowl (this is an additional \$1 million to the previously approved funding).

A motion to approve the additional \$1 million for the 2018 NFL Pro-Bowl was made by Claire Bilby and seconded by Jesse Martinez. Motion was approved unanimously.

2016 Florida Classic Update

Steve Hogan, CEO, Florida Citrus Sports, along with Lynn Thompson with the Florida Classic Consortium, provided an update on the 2016 Florida Classic. Mr. Thompson asked that the Tourist Development Council continue to support the Florida Classic.

International Drive District Development Presentation

Luann Brooks, Executive Director, I-Drive Business Improvement District provided an update on the future of International Drive Development.

Other Business

There was no other business for discussion.

Adjournment

The meeting was adjourned by Mayor Jacobs at 10:40 a.m.

Next TDC Meeting

Wednesday, November 29, 2017 at 9:00 A.M.