



TOURIST DEVELOPMENT COUNCIL MEETING Friday, February 23, 2018

MINUTES

The Tourist Development Council meeting was called to order by Orange County Mayor/TDC Chairman, Teresa Jacobs at 9:05 a.m.

Quorum: Established

Present: 8 - 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
Doug Gehret, Area Vice President, Hilton
Jesse Martinez, General Manager, Alford Inn at Rollins
Rick Pullum, Executive Vice President, Central Florida Market President, IBERIA BANK
John Stine, Director of Sales and Marketing, I-Drive 360

Absent: 1 - Mayor Buddy Dyer, City of Orlando

Pledge of Allegiance

Mayor Teresa Jacobs announced this will be Doug Gehret's last meeting as a Tourist Development Council member and thanked him for his service.

Call for Public Comment – None

Approval of the November 29, 2017 TDC Meeting Minutes

A motion was made by Mayor A. Dale McDonald and seconded by Jesse Martinez to approve the minutes from the November 29, 2017 meeting of the Tourist Development Council. The motion carried by a unanimous vote of all members present.

Mayor Teresa Jacobs introduced Jessie Allen as the Interim Executive Director of the Convention Center and entertained brief comments from Mr. Allen. Mayor Jacobs also introduced Carla Bell Johnson who will serve as the new Staff Liaison for the Tourist Development Council following Kris Shoemaker's resignation.

Orange County Convention Center Report

Rodney Gutierrez, Senior Director of Sales, Orange County Convention Center, presented a 2017 year-end report which included recent convention/tradeshows activity for December 2017 - February 2018. Mr. Gutierrez continued his report with details of the upcoming event activity for March 2018 - June 2018 and concluded with an overview of the Convention Center's recently completed lighting enhancement project.

Orange County Comptroller Report

Robin Ragaglia, Director of Finance and Accounting, Orange County Comptroller's Office, presented the Convention Center's preliminary financial statements as of December 31, 2017, the status of Tourist Development Tax revenues and Metro Orlando lodging statistical data.

Visit Orlando Update

Larry Henrichs, Chief Operating Officer/Chief Financial Officer, Visit Orlando, presented a video recap of Visit Orlando's programs for 2017. He also noted the Magical Dining program's contribution that benefited two charities (Freedom Ride and Base Camp) as part of Visit Orlando's community efforts. Mr. Henrichs provided a "State of the Industry" including housing and lodging market statistics and other key factors such as TDT collections, Convention Center attendance, OIA passenger traffic, tourism employment, and economic/travel forecasts. He concluded with



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updates on Visit Orlando's Spring Marketing Campaigns, in-house hotel convention business, and an example of a Convention Center client testimonial sales tool.

Other Business

Mayor McDonald expressed concerns regarding current legislative topics and the legislature's perspective on local matters.

Adjournment

The meeting was adjourned by Mayor Jacobs at 9:56 a.m.

Next TDC Meeting

Friday, June 15, 2018 at 9:00 a.m.