



TOURIST DEVELOPMENT COUNCIL MEETING

Friday, June 14, 2019

MINUTES

The Tourist Development Council meeting was called to order by Orange County Mayor/TDC Chairman, Jerry L. Demings at 9:01am.

Quorum: Established

Present: - Chairman/Orange County Mayor Jerry L. Demings
Mayor A. Dale McDonald, City of Maitland
Mayor Buddy Dyer, City of Orlando
David Bartek, Vice President of Operations, Loews Hotels
Jesse Martinez, General Manager, Alford Inn at Rollins
John Stine, General Manager/Director of Business Development, Icon Orlando 360
Jörg Heyer, General Manager, Sheraton Vistana Villages Resort

Absent: - Claire Bilby, Sr. Vice President, Event Operations & Premium Services, Walt Disney World
Rick Pullum, Executive Vice President, Central Florida Market President, IBERIA BANK

Pledge of Allegiance

Call for Public Comment – None

Approval of the March 27, 2019 TDC Meeting Minutes

A motion was made by Jesse Martinez and seconded by John Stine to approve the minutes from the March 27, 2019 meeting of the Tourist Development Council. The motion carried by a unanimous vote of all members present.

TDC Representative on the Tourist Development Tax Grant Application Review Committee

A motion was made by Mayor Demings to offer a nomination for consideration of Frank Santos to the MMRB to represent the Tourist Development Council on the Arts and Cultural Affairs Advisory Council. The motion carried by a unanimous vote of all members present.

Economic Update and Tourism Outlook

Sean Snaith, Ph.D., Director, Institute for Economic Competitiveness, University of Central Florida, provided an economic update and tourism outlook that focused on the global and U.S. economies as well as Florida and Orlando's housing, employment, and business sector growth.

Orange County Convention Center Report

Rodney Gutierrez, Director of Sales, Orange County Convention Center, presented a report on recent convention/tradeshow activity for April 2019 – June 2019 which included Meetings & Conventions, Social Responsibility, and upcoming event activity for July 2019 - September 2019. Mr. Gutierrez also provided a comparison of the economic impact of Convention Center business for the 2nd quarter in 2017, 2018, and 2019.

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 April 30, 2019, the status of Tourist Development Tax revenues and Metro Orlando lodging statistical data.



TOURIST DEVELOPMENT COUNCIL MEETING
Friday, June 14, 2019

Visit Orlando Update

George Aguel, President/CEO, Visit Orlando, presented a recap of Orlando's record visitation for 2018, along with an update on key tourism indicators including lodging, TDT revenue, air traffic, and conventions. He mentioned that Orlando was voted the most visited destination for the summer by AAA. Mr. Aguel also provided an update on international marketing campaigns, in-house hotel convention business, the launching of Visit Orlando's new website and other creative advertising methods used.

Other Business - None

Adjournment

The meeting was adjourned by Mayor Jerry L. Demings at 10:05am.