



TOURIST DEVELOPMENT COUNCIL MEETING
Friday, September 20, 2019

MINUTES

The Tourist Development Council meeting was called to order by Orange County Mayor/TDC Chairman, Jerry L. Demings at 9:14 a.m.

Quorum: Established

Present: - Chairman/Orange County Mayor Jerry L. Demings
Mayor Buddy Dyer, City of Orlando
Mayor A. Dale McDonald, City of Maitland
David Bartek, Vice President of Operations, Loews Hotels
Jesse Martinez, General Manager, Alford Inn at Rollins
Rick Pullum, President, One Florida Bank

Absent: - Claire Bilby, Sr. Vice President, Event Operations & Premium Services, Walt Disney World
Jörg Heyer, General Manager, Sheraton Vistana Villages Resort
John Stine, General Manager/Director of Business Development, Icon Orlando 360

Pledge of Allegiance

Call for Public Comment – None

Approval of the June 14, 2019 TDC Meeting Minutes

A motion was made by Mayor McDonald and seconded by Mayor Dyer to approve the minutes from the June 14, 2019 meeting of the Tourist Development Council. The motion carried by a unanimous vote of all members present.

Orange County Convention Center Report

David Ingram, Acting Executive Director, Orange County Convention Center, presented a report on recent convention/tradeshows activity for July 2019 – September 2019 which included Meetings & Conventions, Social Responsibility, and upcoming event activity for October – December 2019. Mr. Ingram provided a comparison of the economic impact of Convention Center business for the 3rd quarter in 2019. He also highlighted IAAPA's decision to move their global headquarters to Orlando.

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 July 31, 2019, the status of Tourist Development Tax revenues and Metro Orlando lodging statistical data.

Visit Orlando Update

George Aguel, President/CEO, Visit Orlando, presented an update of key highlights of the 3rd quarter, including a comparison of the 2018 3rd quarter to the impact of Hurricane Dorian in this year's 3rd quarter. Mr. Aguel mentioned the 35 year partnership with Orange County. He also provided an update on the state of the industry and economic outlook, focusing on key tourism indicators including lodging outlook, air traffic, conventions and sales tax collections. Mr. Aguel provided insight into 2020, stating future occupancy, expansion and convention attendance projections are favorable. Lastly, Mr. Aguel introduced Visit Orlando's new "Morelando challenge."

Arts Funding Increase

Roseann Harrington, Chief of Staff, Orange County Mayor's Office, presented an overview of the Mayor's proposal to increase arts funding. The goal of this proposal is to enhance cultural tourism and diversity, create a facilities rental and events fund, and provide matching grants through United Arts in order to encourage private sector donations. Ms. Harrington stated this proposal would open up funding to arts groups throughout the Orange County community. The proposal includes an additional \$2 million in funding, of which \$1.5 million would be committed funds each year and \$500,000 matching dollars. The proposal would include an option for annual funding requests.

Visit Orlando Tourism Promotion Agreement

Randy Singh, Deputy County Administrator, Orange County, presented highlights of the Visit Orlando Tourism Promotion Agreement proposal which includes an extension to nine years, provides a more simplified funding formula, adds dedicated funding for convention & meetings industry, and addresses the Board's interest in increased efforts to promote eco and local tourism. Sports funding will increase to \$4 million and this proposal would centralize the Sports Incentive Funds with Visit Orlando as the primary administrator with items such as oversight and transparency with reporting, auditing. Additionally, County membership on Visit Orlando's board will be voting members.

Recommended Action: TDC make a recommendation to the Board of County Commissioners for approval of TDT funding for Tourism Promotion in an amount incrementally increasing from 23% to 30% of total TDT revenue over the next four years. A motion was made by Mayor Dyer and seconded by Mayor McDonald to approve the recommended action as presented. The motion carried by a unanimous vote of all members present.

Orange County TDT Plan Amendment

Fred Winterkamp, Manager, Fiscal and Business Services, Orange County, presented the proposed Tourist Development Plan amendments to include TDT uses for the 2019 Tourism Promotion Agreement for Visit Orlando, simplifying and modernizing the ordinance, removal of old completed funding priorities, and additional TDT use for sports incentives as recommended.

Recommended Action: TDC make a recommendation to the Board of County Commissioners to approve the updated 2019 Tourist Development Plan ordinance. A motion was made by Mayor McDonald and seconded by Mayor Dyer to approve the recommended action as presented. The motion carried by a unanimous vote of all members present.

Comments/Questions:

- Mr. Rick Pullum advised regarding the previous vote that he serves on the Sports Commission Advisory Board, receives no personal benefit in that role, and has been told there is no conflict. Mayor Demings accepted this acknowledgement into the record.
- Mayor McDonald asked if grants to non-profits is one of the 11 priorities. Mr. Winterkamp indicated this item was included under arts and culture.

Other Business - None

Adjournment – The meeting was adjourned by Mayor Jerry L. Demings at 10:05 a.m.