



TOURIST DEVELOPMENT COUNCIL MEETING

Friday, December 4, 2020

Minutes

Council Members Present:

Chairman/Orange County Mayor Jerry L. Demings
Mayor Buddy Dyer, City of Orlando
Mayor A. Dale McDonald, City of Maitland
Jodi Bainter, Director, Central Florida Sales and Marketing Distribution Strategy, Disney Destinations, LLC
David Bartek, Vice President of Operations, Loews Hotels at Universal Orlando

Council Member Not Present:

Jörg Heyer, Area General Manager, Sheraton Vistana Resort

Council Members in Virtual:

Jesse Martinez, General Manager, The Alford Inn at Rollins
Rick Pullum, President, One Florida Bank
John Stine, General Manager/Director of Business Development, Icon Park

I. CALL TO ORDER:

The Tourist Development Council meeting was called to order by Orange County Mayor/TDC Chairman Jerry L. Demings at 9:03 a.m.

II. PLEDGE OF ALLEGIANCE

Mayor Buddy Dyer

III. PUBLIC COMMENT

There were no public comments.

IV. APPROVAL OF SEPTEMBER 25, 2020 MEETING MINUTES

A motion was made by Mayor A. Dale McDonald and seconded by Mayor Buddy Dyer to approve the September 25, 2020 minutes as presented. The motion carried by a unanimous vote of all members present.

V. REAPPOINTMENT OF JOSHUA VICKERY AND JONATHAN MCGAVIN TO THE TDT APPLICATION AND REVIEW COMMITTEE (ARC)

DRAFT MINUTES

Tourist Development Council Meeting

December 4, 2020

No new candidate nominations were presented. A motion was made by Mayor Buddy Dyer and seconded by A. Dale McDonald to approve the reappointment of Joshua Vickery and Jonathan McGavin to the TDT Application and Review Committee. The motion carried by a unanimous vote of all members present.

VI. ORANGE COUNTY CONVENTION CENTER REPORT

Mark Tester, Executive Director, Orange County Convention Center, presented a report that included a view of where we are today, first quarter recap and recent convention activity, an update on rescheduled and cancelled events, upcoming activity for second and third quarters, OCCC staff reassignments, and OCCC Executive Studio, which supports the virtual component of the convention industry.

VII. ORANGE COUNTY COMPTROLLER REPORT

Robin Ragaglia, Director of Finance and Accounting, Orange County Comptroller's Office, presented the Convention Center's preliminary unaudited financial statements as of September 30, 2020, and the current status of Tourist Development Tax (TDT) Revenues. Ms. Ragaglia stated these statistics are subject to change as the audit progresses. Operating Revenues are down 42.5% and Operating Expenses are down 10.4%. These numbers show a subsidy is needed. Overall, revenues are showing a steady increase.

Phil Diamond, Orange County Comptroller, followed Ms. Ragaglia with an update that showed monthly collections of Fiscal Year 2019-2020 as compared to Fiscal Year 2018-2019. His month-by-month comparison indicated we are 35-40% down from past years. Comptroller Diamond stated these numbers show a steady climb, but we are still a long way from being where we were previously. The data from September 30 Fiscal Year end shows our collections are down by 41%.

VIII. VISIT ORLANDO UPDATE

Randy Singh, Chief Financial Officer, Visit Orlando, presented an update to include the state of the tourism industry. Statistics show near term travel being down and regional travel as being popular with travelers. Tourism indicators continue to show increases in areas of hotel reopenings, more domestic and international flights are returning, metro lodging shows weekends and holidays are the largest increases. Hotel inventory and rooms open show a positive trend. Although these numbers show increases, we are still below previous numbers.

Mike Waterman, Chief Sales Officer, Visit Orlando, presented an update to address meetings, marketing, and communication. Mr. Waterman stated Visit Orlando's focus is on retention and restoration of consumer confidence. Another focus has been to make clients aware that Orlando can host safe, productive business events. Marketing and communication is currently utilizing media to promote the Florida State-Cation Campaign, asking Floridians to visit the resorts, theme parks, attractions, outdoor dining and holiday events. The Love Orlando campaign has been Visit Orlando's strongest campaign ever. Publicity messaging is positively affecting the encouraging growth and advanced bookings seen in the latest statistics.

DRAFT MINUTES
Tourist Development Council Meeting
December 4, 2020

IX. OTHER BUSINESS

No other business was reported.

The next meeting of the Tourist Development Council is Friday, March 26, 2021 at 9:00 a.m.

X. ADJOURNMENT

Mayor Jerry L. Demings at 10:00 a.m.