



**TOURIST DEVELOPMENT COUNCIL MEETING  
Friday, September 24, 2021**

**DRAFT MINUTES**

The Tourist Development Council Meeting was called to order by Orange County Mayor/TDC Chair Jerry L. Demings at 9:01 a.m.

**Quorum: Established**

**Members Present:**

Chair/Orange County Mayor Jerry L. Demings  
Mayor Edward Cole, Town of Eatonville  
Mayor Buddy Dyer, City of Orlando  
Jodi Bainter, Director, Central Florida Sales and Marketing Distribution Strategy, Disney Destinations, LLC  
David Bartek, Vice President of Operations, Loews Hotels at Universal Orlando  
Jesse Martinez, General Manager, The Alford Inn at Rollins  
John Stine, General Manager/Director of Business Development, Icon Park  
Jörg Heyer, Area General Manager, Sheraton Vistana Resort

**Members Absent:**

Rick Pullum, President, One Florida Bank

**Pledge of Allegiance:** Mayor Edward Cole

**Public Comment:** There were no public comments.

**Approval of the June 25, 2021 TDC Meeting Minutes**

A motion was made by Mayor Dyer and seconded by Jesse Martinez to approve the minutes from the June 25, 2021 meeting of the Tourist Development Council. The motion carried by a unanimous vote of all members present.

**Tourist Development Council Representative Vacancy on the Arts and Cultural Affairs Advisory Council**

Mayor Demings recommended Mr. Greg Rice, General Manager, Embassy Suites by Hilton Orlando International Drive/Convention Center as the TDC's nominee to fill the vacant seat on the Arts and Cultural Affairs Advisory Council. No additional nominations were brought forward from the council; the motion carried by a unanimous vote of all members present.

**Reports and Updates**

- I. Economic Outlook
  - Dr. Sean Snaith, Ph.D., Director, Institute for Economic Competitiveness, University of Central Florida, provided an update that included the National and State forecasts of economic standings and percentages from 2019 – 2023. He also gave an outlook of Florida's growth averages for 2021 – 2024, the second

quarter forecast for growth in the different sectors, and an overview of Orlando's GDP over the period of 2006 – 2022. Dr. Snaith indicated public health measures played a significant role in changing what could have been a downturn for the economy.

II. Orange County Convention Center Report

- Mark Tester, Executive Director, Orange County Convention Center, provided a report that included a recap of the Convention Center's 4<sup>th</sup> Quarter and recent activity as well as covering events for the remainder of FY 2021-2022. The Global Biorisk Advisory Council has reaccredited the Center, for its GBAC STAR™ Facility Accreditation. Capital Improvements Projects (CIP) renovations to four dining areas at the Center have been completed and featured in Foodservice Equipment and Supplies Magazine. The presentation concluded recognizing the Center with statewide public relations awards for their work during the pandemic.

III. Orange County Comptroller Report

- Robin Ragaglia, Director, Finance & Accounting, Orange County Comptroller's Office, provided a report on the Convention Center's financial statements (Cash and Investment Accounts) as of July 31, 2021. Ms. Ragaglia's presentation included tax revenues, TDT revenues by month for the fiscal year ending 9/30/2021 as well as TDC monthly cash collections for fiscal years 2018 - 2021.
- Phil Diamond, Orange County Comptroller, followed Ms. Ragaglia's report with brief comments related to the TDC reserves and other authorized uses of TDT funds.

IV. Visit Orlando Update

- Casandra Matej, President & CEO, Visit Orlando, provided an update that included State of the Industry, Marketing and Media Plans for both Domestic and International Markets and new strategies to reach planners and continue to attract convention center business. Ms. Matej's presentation also included a comprehensive overview of Visit Orlando's strategic plan and a discussion regarding plans for destination co-branding with Orlando Economic Partnership. She concluded by highlighting Visit Orlando's Magical Dining program, including a video of the charitable organizations that will benefit from the funds raised during this year's program.

**Other Business**

There was no other business to discuss.

The next meeting of the Tourist Development Council will be Friday, December 3, 2021 at 9:00 a.m.

The meeting adjourned at 10:25 a.m.