

**MINUTES OF THE
BOARD OF DIRECTORS MEETING
ORLANDO/ORANGE COUNTY CONVENTION & VISITORS BUREAU, INC.
ORLANDO CVB OFFICES**

DATE: August 26, 2009

TIME: 2:00 p.m.

Executive Committee	Elected/Designated Board of Directors			CVB Staff	Legal Counsel	Guests
<u>Present:</u>	<u>Present:</u>		<u>Absent:</u>	Danielle Courtenay	Tom Garwood	
George Aguel, Chair	Jessie Allen	Ronald O. Rogers	Brooke Bonnett	Cecellia Dantzler		There were no members of the public present.
Don Engfer, Secretary	Randy Cook	Stephen Weisz	Joe Couceiro	Julia DeVault		
Steven Jamieson, Treasurer	Pat Engfer		Mark Ferland	Maria Diaz-Urbino		
Mark McHugh, Past Chair	Ed Gilbert		Fred Leonhardt	Rachel Gray		
Bill Davis, Director at Large	Kevin Healy		Yolanda Londoño	Larry Henrichs		
Carolyn Fennell, Ex-Officio	Dr. Dan Holsenbeck		Rich Maladecki	Brian Martin		
Gary Sain, President & CEO	C. T. Hsu		Leslie Menichini	Gail Kiyuna-Peterson		
	Margot Knight		J. Brian Paradis	Tammi Runzler		
	Paul Mears, III		Paul Tang, Chair-Elect	Karen Soto		
	George Rodon		Alan Villaverde	Leah Webb		

AGENDA ITEMS	ACTION ITEM	DUE DATE
<p>I. Call to Order</p> <p>George Aguel called the meeting to order at 2:12 p.m.</p>		
<p>II. Financial Update</p> <p>A. <u>Tourist Development Tax and Industry Indicators Report</u> Larry Henrichs presented the Tourist Development Tax (TDT) and Industry Indicators Report containing data for June 2009. Orange County TDT collections pertaining to June were \$12.4 million, down -15.7 percent over the same period in 2008. The CVB's payment was \$2.5 million, down -42.5 percent. Mr. Henrichs reminded the Board that the decline reflects the change in our contracted funding where we are only receiving roughly 40% of the 6th cent. Occupancy for June was down -10.2 percent and ADR was down -12.1% compared to 2008.</p>		

<p>III. Old Business</p>		
<p>IV. Departmental Updates</p> <p>A. Leisure Marketing</p> <p>Danielle Courtenay provided an update to the Board on our Leisure Marketing effort. The domestic campaign, Free for Fall Deals, begins the end of August. It is the first year we tried radio and an online co-op approach to go along with the magazine co-op. Ms. Courtenay also updated the Board on our social media efforts with Facebook and Twitter and on the Orlando CVB's 67 Days of Smiles campaign.</p> <p>Internationally, the United Kingdom campaign begins September 13. The Brazil campaign was suspended for a couple of weeks in July due to the death of a young Brazilian visitor to Orlando, but our ads will be back on television this week. Ms. Courtenay expressed her excitement about the Canada campaign with having Anita Walker coming on board as our trade representative in May, the publicity team, the promotions company and the theme parks offices in Canada all working together. Ms. Courtenay provided an update on several initiatives of the Strategic Sports Council including submitting a bid for Orlando to be the host for the 2018 or 2022 FIFA World Cup. The Strategic Sports Council has a historic win with the 2010 East/West Shrine Game. Air Team Orlando has been working with the Orlando International Airport and community leaders. Martin Air and TACA begin international flights beginning October 15, 2009 and November 1, 1009 respectively.</p> <p>B. Meetings & Conventions</p> <p>Tammi Runzler provided a Meetings & Conventions update. Current issues affecting group business include the economy, attrition/cancellations, the AIG effect and government meetings. The New M&C Website has launched and is designed to develop new prospects and will make it easier for meeting professionals to send RFP's. Ms. Runzler distributed copies of the <i>Orlando Business Journal</i> inserts, the letter from Orange County Mayor Richard Crotty to government meeting professionals, the "What's New" collateral, which showcases Orlando as an appropriate place for all business travelers. Ms. Runzler announced the co-location of our City Wide sales team with the OCCC sales team. Beginning December 1, 2009, the Orlando CVB sales team and the Convention Center sales team that focuses on selling the Convention Center facilities will begin a pilot program and will be moving into one office to be located in the West Building of the Convention Center. This will enhance communication, sales synergies and partnership opportunities. The job responsibilities and the reporting structures of both the teams will not change. Ms. Runzler highlighted the tradeshows that were in Orlando during July and August of 2009. Upcoming sales efforts directed at corporate business include the Medical and Maritz FAMs, sales calls to CEOs of Fortune 500 companies and letters from Orange County Mayor Richard Crotty to Fortune 1000 companies. Actual sales leads and attendance came in under the goals set for July.</p>		

<p>V. New Business</p> <p>A. International Pow Wow Recap</p> <p>Danielle Courtenay provided an update on the International Pow Wow tradeshow. This year's Pow Wow was held May 16 through May 20. The objectives for attending Pow Wow included expanding the brand of Orlando to the international market and communicate to our key wholesalers and media about what's new in Orlando, why it's still important to package Orlando and why they should package more days in Orlando. Orlando is also the host of Pow Wow next May. This year there were 4,800 delegates in Miami, 1200 tour operators/wholesalers and 300 media representatives that came from 70 countries. Our section was made up of 36 member company booths and we conducted 204 appointments with tour operators and travel agents representing 40 countries. A total of 16 leads were generated, as well as 70 additional requests. A press conference was held with over 100 journalists where the 67 Days of Smiles campaign was announced. We also talked about elements of next year's Pow Wow in Orlando. According to US Travel, approximately \$4 billion in future travel is negotiated at Pow Wow every year. Publicity coverage is estimated at \$1.5 million from the press conference and various announcements. Next year's Pow Wow is scheduled for May 15 through May 19, 2010 in Orlando. Our partners are Visit Florida, Bush Entertainment, Universal Orlando Resort and Disney Destinations. The total investment for both International Marketing and the Public Relations teams attending 2009 International Pow Wow was \$75,959 which was under budget.</p> <p>B. MPI Recap</p> <p>Tammi Runzler provided an update on MPI. The MPI World Education Congress (MPI-WEC) was held this year over the dates of July 11-15, 2009 in Salt Lake City. Approximately 2,300 meeting professionals from both the planning and supplier sides joined together to learn, network, and build relationships. There was a great turnout of about 57 clients who attended the Orlando hosted client event. Many of the clients thanked us for holding our event on the first evening prior to the MPI Welcome Reception. We believe that a major reason for our great turnout was the day and time of the event. We were invited to a reception where other host cities could get together and share information on being a host city for an MPI convention. Since we are hosting MPI-WEC in 2011, this was a great opportunity for us to talk to our counterparts from Vancouver where we will be doing our promotional lunch in 2010.</p> <p>We were able to secure four (4) full Fairshare Members at \$2,200 each and one (1) Client Reception Fairshare Member at \$1,100.00 for total revenue of \$9,900.00. The actual expenses were slightly over with a net of \$50,566.</p>	<p>Danielle Courtenay to provide the Board with the break down of the \$75,959 investment total.</p>	

<p>VI. Chairman's Announcements</p> <p>A. Magical Dining</p> <p>Chairman George Aguel announced Magical Dining Month which takes place September 1 through September 30, 2009. This is the fourth year and there are 76 participating restaurants. Mr. Aguel stated Magical Dining helps brand Orlando as a culinary destination and helps drive locals and visitors alike.</p> <p>The Board entered into a discussion regarding the process of choosing charities to support. Danielle Courtenay stated that the team is already working on a plan and will bring it before the Board at a later date.</p> <p>A discussion took place regarding the communication process in the event of a hurricane or H1N1 flu. Danielle Courtenay advised the Board that in the case of a weather event, we have a well-tested crisis plan which is a part of Orange County's Emergency Plan. We would also work with the County to receive information on the distribution of meals, ice and other supplies. Our Web site will contain weather updates. Danielle Courtenay said she would forward a copy of the crisis plan to any Board member who requests it. Ms. Courtenay stated that in the case of H1N1, we would work with the health officials to get information out to our members.</p> <p>A discussion took place regarding the process of allowing the public to speak during a public Board meeting. Suggestions included placing a limit on the number of persons who will speak and/or placing a limit on the amount of time a person will speak. George Aguel asked staff to make a recommendation to the Board at a future board meeting.</p>	<p>Danielle Courtenay to provide a plan on the process by which the OCVB chooses charities to support.</p> <p>Staff to provide a process by which the public will be allowed to speak at public Board meetings.</p>	
<p>VII. Adjournment</p> <p>There being no further business, the meeting was adjourned at 3:23 p.m.</p>		

APPROVED: 
Donald Engfer, Secretary

DATE: 10/8/09