

**DATE:** December 3, 2020

**TIME:** 3:00 p.m.

**Executive Committee Present**

Brian Comes, Chair-Elect  
Bill Davis, Treasurer  
Harold Mills, Secretary  
Don Engfer, Past-Chair

**Board Members Present**

Atish Shah  
Chris Mueller  
Evan Wyant  
Fred Savyers  
Jay Leonard  
Paul Mears III  
Robert Bray  
Scott Hudgins  
Thibaut van Marcke  
Thomas Steinhauer  
Yolanda Londoño  
Dan Giordano

**Board Members Present**

Steven Jamieson  
Terry Prather  
Kyle Miller  
Roseann Harrington  
Brooke Bonnett  
Mark Tester  
Phil Brown  
Rich Maladecki  
Tim Giuliani  
Bob Miles  
Diana Font

**Board Members Absent**

Donna Dyson  
John Arie Jr.  
Charlie Freeman

**General Counsel**

Bill Dymond

**Visit Orlando Staff Present**

Danielle Hollander  
Mike Waterman  
Kristen Darby  
Daryl Cronk  
Keith Swider  
Veronica Sierra  
Randy Singh

**AGENDA ITEMS**

**I. Call to Order**

Don Engfer called the meeting to order at 3:05pm and welcomed all in attendance.

**II. Meeting Minutes**

**A. Meeting Minutes**

The Board received a copy of the August 20, 2020 Board of Directors meeting minutes. No action required as the minutes were previously approved via electronic vote.

**III. Financial Update**

**A. Tourist Development Tax Update**

Randy Singh presented the Tourist Development Tax update. His presentation included a comparison of Tourist Development Tax collections for September 2020 compared to September 2019. Mr. Singh noted a 60% reduction in collections for the month and reviewed 2020 year-to-date collections noting a decrease of 57.3% compared to the same period in 2019.

**B. Tourism Outlook and Industry Indicators Report**

Daryl Cronk updated industry performance metrics for Orange County and Metro Orlando that included occupancy,

demand, ADR and RevPAR. Mr. Cronk presented graphs comparing room-night demand, and ADR for multiple years.

Mr. Cronk gave an update on advanced booking trends and holiday advanced bookings data noting that bookings for December 26th – January 2nd are down 51% compared to bookings the same time last year. Mr. Cronk also shared insights into passenger volume and seat capacity for the remainder of the year through February 2021.

**C. Review 3rd Quarter Financial Statements**

Mr. Swider presented the balance sheet as of September 30, 2020 with comparisons to September 2019 and Q2 of 2020 noting the current cash balance is \$5.25M. Mr. Swider also discussed the income statement through September 30, 2020 with comparisons to the same time period for 2019 and 2020 budget.

Mr. Swider noted that the current income statement continues to improve with the additional tourist development tax funds greater than forecasted and continued operating expense reductions.

*Upon motion by Dan Giordano and second by Roseann Harrington, the Board unanimously voted to accept the 3rd Quarter financial statements as presented.*

**D. Audit Committee Update**

Steven Jamieson provided a year-end update of the Audit & Oversight Committee's activities for 2020.

**E. Review 2021 Budget**

Randy Singh provided an extensive presentation on the proposed 2021 budget. He presented an overview of key factors supporting the budget compilation and indicated that the budget had previously been reviewed and approved in detail by the Executive Committee. The Tourist Development Tax collections for 2020 and estimates for 2021 and the assumptions supporting them including the new contract formula, were discussed at length. Mr. Singh then covered the 2021 budget in detail, including budget assumptions for TDT revenue, membership dues, business adjustments and staffing changes. Detailed breakdowns were reviewed for the marketing and convention sales operations.

After extensive discussion, all Board questions were satisfactorily addressed.

*With motion by Bob Miles and second by Roseann Harrington, the Board of Directors unanimously voted to approve the 2021 Budget as presented.*

**IV. New Business**

**A. Visit Orlando's Magical Dining**

Kristen Darby noted the tremendous success of the 2020 Magical Dining program. Ms. Darby reminded the Board all of the



roadblocks due to COVID-19 including restaurant closures and capacity limitations that had to be addressed prior to launch of the program. Ms. Darby also stated that the charity donation to Feed the Need would be announced at the Annual Meeting on December 10<sup>th</sup>.

#### **B. Marketing & Communications Updates**

Danielle Hollander and Becca Bides presented an update on the current objectives for marketing and communications. Ms. Hollander shared an update on the results of a social media campaign #LoveOrlando which has had over 123,000 engagements and 98% positive sentiment. Ms. Hollander also informed the Board of a national campaign we launched with Frontier that offered free flights to anyone with the name Orlando. Becca Bides updated the Board on the efforts to continue to create positive news for Orlando on a national level on safety, outdoor experiences, and affordability. Ms. Hollander and Ms. Bides presented the priorities for 2021.

#### **C. Sales Updates**

Mike Waterman provided an update on the Travel Industry Sales efforts. The team has continued engaging clients internationally via webinars and virtual FAMs. On the convention sales side, Mr. Waterman recapped the 2020 calendar explaining that 67 conventions cancelled this year and 45 rescheduled. Mr. Waterman also shared a forecast on the 2021 convention calendar stating that there are currently 23 events scheduled for the first quarter of 2021 with 1.27M expected attendees. He also shared the sales priorities for 2021.

#### **V. Chair Announcements**

Don Engfer reminded the Board of the following upcoming dates:

- Tourist Development Council Meeting, Friday, December 4, 2020, 9:00am
- Visit Orlando's Annual Meeting, Thursday, December 10, 2020, 2:00pm
- Board of Directors Meeting, Thursday, February 25, 2021, 3:00pm

#### **VI. Adjournment**

There being no further business, the meeting adjourned at 4:42pm.

**APPROVED:**

  
Harold Mills, Secretary

**DATE:**

  
12/14/2020