



## Board of Directors Meeting

**DATE:** February 25, 2021

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

**Executive Committee Present**

Brian Comes, Chair  
Harold Mills, Secretary  
Bill Davis, Treasurer  
Don Engfer, Past Chair  
Casandra Matej, President & CEO

**Board Members Present**

Atish Shah  
Barbara Poma  
Bob Miles  
Chris Mueller  
Dan Giordano  
Donna Dyson  
Evan Wyant  
Fred Sawyers  
John Arie Jr.  
Kyle Miller  
Paul Mears III  
Robert Bray  
Scott Hudgins  
Terry Prather  
Thibaut van Marcke  
Thomas Steinhauer  
Barb Bowden  
Charlie Freeman  
Steven Jamieson

**Board Members Present**

Brooke Bonnett  
Roseann Harrington  
Mark Tester  
Phil Brown  
Rich Maladecki  
Robert Agrusa  
Tim Giuliani  
Diana Font  
Yogita Inamdar

**Board Members Absent**

**Visit Orlando Staff Present**

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

**General Counsel**

Bill Dymond

## **AGENDA ITEMS**

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**I. Call to Order**

Brian Comes called the meeting to order at 3:11 p.m. and welcomed all participants. Mr. Comes welcomed all new Board members to the Board. Mr. Comes read a confidentiality statement and asked the Board to complete and return the 2021 code of conduct and disclosure form. Mr. Comes recognized Rich Maladecki, President & CEO of CFHLA and thanked him for his service as a member of the Visit Orlando Board and wished him a happy retirement.

**II. Guest Segments**

**A. Florida Legislative Update**

Mat Forrest from Ballard Partners provided an update which included comments on the election results, 2021 legislative session, new legislation, economic forecasts and possible TDT issues.

III. Meeting Minutes

A. Meeting Minutes

The Board received a copy of the December 3, 2020 Board of Directors meeting minutes. No action required as the minutes were previously approved via electronic vote.

IV. Financial Update

A. Tourist Development Tax Report

Randy Singh presented the Tourist Development Tax Report for February collections noting that they were down 55.6%. The presentation included an overview on TDT and its history along with a list of venues that have been funded using TDT.

B. Review Year-End Financial Statements

Keith Swider presented the 2020 financial statements. Mr. Swider reviewed the balance sheet, noting changes between years related to cash, the sports incentive fund, and TDT receivables. Mr. Swider also reviewed revenues, and expenses as well as the 2020 change in cash position.

*Upon motion by Chris Mueller and second by Bob Miles, the Board unanimously voted to accept the December 31, 2020 year-end financial statements as presented.*

V. State of the Industry

A. Industry Indicators & Forecast

Daryl Cronk shared insights into the Key travel indicators for year-end 2020 are now available, revealing the significant impact of the pandemic on travel. The pandemic, and government responses to the pandemic, caused significant changes to travel behavior including shorter booking window, road trips over air travel and prioritization of outdoor and rural destinations over resort and urban destinations

VI. Organizational Updates

A. President's Report

Casandra Matej introduced herself and shared her current priorities as the new President & CEO of Visit Orlando which include discovery of the destination, organizational culture, diversity, equity and inclusion, recovery and building relationships and partnerships.

B. PR/Community Plan



Becca Bides shared an update on the steady calendar of new angles and stories being pitched nationally leveraging safety initiatives and travel trends. She also shared a focus for 2021 to position Visit Orlando as a community partner & leader to build local understanding of the travel industry's positive economic benefits.

**C. Meetings & Conventions**

Mike Waterman briefed the Board on the recently hosted M&C virtual fam noting that there were nearly 500 attendees and 25 members participated and several leads were generated as a result. He shared insights into groups relocating to Orlando in 2021. Mr. Waterman also presented a video recapping the most recent live event at the OCCG, Surf Expo.

**D. Marketing**

Danielle Hollander provided a recap on meetings & conventions media campaign stating that the goal of the campaign is to elevate Orlando's position as a place for healthy meetings and retain and continue growing meetings. Ms. Hollander also recapped the objectives of the leisure campaign highlighting key messaging pillars, inspiration, affordability, and safety. Ms. Hollander shared Visit Orlando's first out-of-state campaign since before the pandemic. She notified the Board of a virtual consumer travel show planned for March 25<sup>th</sup> in an effort to engage consumers and demonstrate the essence of the Orlando brand and share all the new and exciting things in Orlando and the safety procedures implemented across the destination. Ms. Hollander also shared an update on ticket sales transitioning to partner with EBG on a co-branded e-commerce website utilizing the established brand Best of Orlando.

**E. Membership**

Kristen Darby updated the Board on member renewals and retention for 2021.

**VII. Chair Announcements**

Brian Comes reminded the Board of the next in-person Board of Directors Meeting on May 19th.

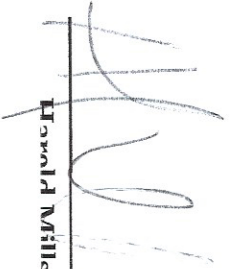
**VIII. New Business**

The Board was invited to open discussion.

**IX. Adjournment**

There being no further business, the meeting adjourned at 5:03 p.m.

APPROVED:



Harold Mills Secretary

