



Board of Directors Meeting

DATE: February 27, 2020

TIME: 3:00 p.m.

Executive Committee Present

Adrian Jones, Chair
Brian Comes, Chair-Elect
George Aguel, President & CEO

Executive Committee Absent

Bill Davis, Treasurer
Harold Mills, Secretary
Don Engfer, Past Chair

Board Members Present

Atish Shah
Donna Dyson
John Arie, Jr.
Paul Mears III
Dr. Roger Goudy
Scott Hudgins
Thomas Steinhauer
Charlie Freeman
Terry Prather
Mark Tester
Phil Brown
Rich Maladecki

Board Members Absent

Chris Mueller
Evan Wyant
Dr. Falecia Williams
Fred Sawyers
Jay Leonard
Robert Bray
Thibaut van Marcke
Yolanda Londoño
Dan Giordano
Steven Jamieson
Roseann Harrington
Bob Miles
Diana Font

Visit Orlando Staff Present

Danielle Hollander
Mike Waterman
Larry Henrichs
Kristen Darby
Daryl Cronk
Keith Swider
Veronica Sierra

General Counsel

Bill Dymond – Not present

AGENDA ITEMS

I. Call to Order

Adrian Jones called the meeting to order at 3:11 p.m. and welcomed all in attendance. Mr. Jones welcomed Mark Tester, Executive Director at the Orange County Convention Center to the Board and thanked him for hosting us. Mr. Tester shared an update on the expansion project at the convention center.

II. Guest Segments

A. TripAdvisor

Mary Beth Dwyer, Head of Digital Strategy and Operations for TripAdvisor previewed their new brand strategy in order to differentiate themselves from the other online travel booking sites. Ms. Dwyer also provided insights into the Orlando traveler and how this information can be used to target consumers.

III. Meeting Minutes

A. Meeting Minutes

The Board received a copy of the December 12, 2019 Board of Directors meeting minutes. No action required as the minutes were previously approved via electronic vote.

IV. Financial Update

A. Tourist Development Tax and Industry Indicators Report

Larry Henrichs presented the Tourist Development Tax and Industry Indicators Report. The presentation included an analysis of tourist development tax collections, as well as industry performance for Orange County and Metro Orlando covering occupancy, demand, ADR and RevPAR. Mr. Henrichs then presented graphs with comparisons of TDT, room-night demand, and ADR.

B. Review Year-End Financial Statements

Larry Henrichs presented the December 31, 2019 financial statements and indicated that the Executive Committee had reviewed and approved them. Mr. Henrichs reviewed the balance sheet, noting changes between years related to cash, the sports incentive fund, and TDT receivables.

Mr. Henrichs then reviewed the results of operations for December 31, 2019 in comparison with 2018. He indicated that the format presented was slightly different from what was presented during interim periods, and included overhead allocations required by generally accepted accounting principles necessary for the upcoming annual audit. Mr. Henrichs discussed several variations between years including the increase in revenue related to TDT growth and the contract renewal, and how that revenue was utilized by program departments.

Mr. Henrichs then presented the results of operations, on a net basis, compared against the 2019 budget. He discussed variances in operating results including leisure marketing, public relations and research. Mr. Henrichs also noted that visitor services was near breakeven, almost covering costs of non-revenue areas such as the convention center guest services and the increased live chat on the website.

Mr. Henrichs reminded the Committee that the 2020 budget was developed with the planned utilization of \$1,500,000 of new fourth quarter 2019 TDT funding so that amount was factored out of the 2019 budget comparison. He noted that there was a similar shift of new TDT funds (\$1,250,000) from late 2018 into 2019 and that was also reflected in the budget comparison. He then pointed out that overall, the net operating results were within a fraction of 1% of budgeted expenditures after considering capital expenditures, reserve transactions, and the cross-year transfers described above.

The Board asked several questions on the 2019 financial statements which Mr. Henrichs answered.

Upon motion by Phil Brown and second by Terry Prather, the Board unanimously voted to accept the December 31,

2019 year-end financial statements as presented.

V. New Business

A. Coronavirus

George Aguel provided an update on the COVID-19 situation and Visit Orlando's plans as the situation continues to develop.

B. New Creative Brand Campaign

Danielle Hollander introduced members of our creative agency to share a behind-the-scenes look at the work being conducted to develop our new brand campaign.

C. State of the Industry

Daryl Cronk shared insights into the strong consumer fundamentals in early 2020 noting that unemployment is at historical lows, interest rates and inflation are low, and consumer confidence is elevated. Mr. Cronk stated that these healthy indicators suggest leisure travel should be strong in 2020 with advance bookings for April through the summer are ahead of same time last year but also indicated challenges due to growth in room supply.

VI. Chair Announcements

Adrian Jones reminded the Board of Visit Orlando's Travel & Tourism Luncheon on May 7th and the next Board of Directors Meeting on May 21st.

VII. Adjournment

There being no further business, the meeting adjourned at 5:16 p.m.

APPROVED: _____

Harold Mills, Secretary

DATE: _____

5/26/2020