



**Board of Directors Meeting  
Orange County Convention Center**

**DATE: September 19, 2019**

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

**Executive Committee Present**

Adrian Jones, Chair  
Brian Comes, Secretary  
Don Engfer, Past-Chair  
George Aguel, President & CEO

**General Counsel**

Bill Dymond

**Board Members Present**

Charlie Freeman  
Chris Mueller  
Jay Leonard  
Harold Mills  
Paul Mears, III  
Scott Hudgins  
Thibaut van Marcke  
Dan Giordano  
Steven Jamieson  
Brooke Bonnett  
Roseann Harrington  
Dr. Dan Holsenbeck  
Phil Brown  
Rich Maladecki  
Tim Giuliani  
Diana Font

**Board Members Absent**

Marcel Verbaas  
Bill Davis  
Dr. Roger Goudy  
Yolanda Londoño  
Bob Miles

**Visit Orlando Staff Present**

Larry Henrichs  
Mike Waterman  
Danielle Hollander  
Becca Bides  
Kristen Darby  
Veronica Sierra

**AGENDA ITEMS**

**I. Call to Order**

Adrian Jones called the meeting to order at 3:08 p.m. Mr. Jones welcomed all in attendance and introduced our guest speaker, Carol Henderson from Brightline.

**II. Guest Segments**

**Brightline/Virgin Train**

Carol Henderson, VP of Business Development for Brightline, shared insights into the plans for Virgin's train and the potential impact on the central Florida region.

### III. Meeting Minutes

#### A. Meeting Minutes

The Board received a copy of the May 30<sup>th</sup> Board of Directors meeting minutes. No action required as the meeting 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 2<sup>nd</sup> Quarter Financial Statements

Larry Henrichs reviewed the financials explaining variances on the balance sheet and the income statement. He noted that operations were pacing well, with some year-to-date savings. Mr. Henrichs indicated that the executive team had done a thorough mid-year review and reallocated \$1.5M of program savings/variances into new leisure media programs.

*After motion by Chris Mueller and seconded by John Arie, Jr., the Board of Directors unanimously voted to accept the 2nd quarter financial statements.*

#### C. Audit Committee Report

Steven Jamieson, chair of the Visit Orlando Audit & Oversight Committee (“Committee”), reminded the Board that at the last meeting he reported the Committee had been reviewing Visit Orlando expenditures for travel and entertainment, major events, and management compensation. He indicated that at the Committee’s July meeting, the Committee finalized this review and approved a report summarizing the work performed noting the results of the Committee’s review were positive. Visit Orlando staff have reported completion of this work to Orange County as required by its contract.

Mr. Jamieson reported that the Committee also reviewed and approved IRS Form 990 -- Visit Orlando’s tax return. That return was then made available to the entire Board and was subsequently filed.

The committee will conclude its work later this year with:

- Planning meeting with the CPA firm related to the 2018 audit,
- Review of the Committee’s charter (done annually), and
- Review of Visit Orlando’s Travel and Entertainment policy (done every three year).

*After a motion by Harold Mills and seconded by Dan Giordano, the Board of Directors unanimously voted to accept the*

*Audit Committee's report.*

**V. New Business**

**A. Contract Renewal**

George Aguel updated the Board on the status of the Orange County contract negotiation. He provided a thorough summary of the proposed terms of the agreement. There was extensive discussion for clarification and understanding of some of key elements of the agreement.

*After a motion by Rich Maladecki and seconded by Brian Comes, the Board of Directors unanimously voted to approve the contract renewal.*

**B. Economic Update**

Daryl Cronk presented a summer recap and end-of-year outlook for lodging, meetings and conventions, and international markets.

**C. Post-Dorian Efforts/Fall Campaign**

Becca Bides provided a recap of our efforts in mitigating negative and inflated perceptions of the potential impact that Hurricane Dorian would have on our region and industry. She also noted that after the storm we ramped up our communications and marketing efforts focusing on drive markets and seasonal visitation.

**D. Morlando Challenge Update**


Becca Bides updated the Board on our recently launched initiative, the "Morlando Challenge", a creative and unique social media program that will provide us with insight into exactly how many days it would take to do everything there is to do in Orlando. It will provide additional content for future marketing and P.R. efforts.

**VI. Chair Announcements**

Adrian Jones reminded the Board of the Orange County Tourist Development Council Meeting, Board of County Commissioners Meeting at 2:00pm on Tuesday, October 22<sup>nd</sup> and the next Board of Directors Meeting on December 12.

**VII. Adjournment**

The meeting adjourned at 4:28p.m.

APPROVED:   
Brian Comes, Secretary

DATE: 10-24-2019