

Conference for Food Protection Executive Board Meeting Committee Report

COMMITTEE NAME: Florida Local Arrangements Committee for 2014 Biennial Meeting

COUNCIL (I, II, or III): Executive Board

DATE OF REPORT: April 12, 2013

SUBMITTED BY: Lee M. Cornman and Michael Roberson, Co-Chairs

COMMITTEE'S REQUESTED ACTION FOR BOARD (If Applicable):

No action requested at this time.

PROGRESS REPORT / COMMITTEE ACTIVITIES WITH ACTIVITY DATES:

The Florida Local Arrangements Committee (FLAC) has held a series of committee meetings and conference calls over the past months. Such activities are detailed as follows:

October 11, 2012: An initial meeting was held in Orlando at Buena Vista Palace with the following attendees and discussion points -

- Key industry and Conference member attendees including Co-Chairs Lee Cornman and Michael Roberson, David McSwane, CFP Exec. Director; Geoff Luebkekmann and Alliah Sheta of Florida Restaurant and Lodging Association; Karen Reid and Sleiman Geagea of Walt Disney World; Annie Garrett of Florida Destination Transportation representing Mears Transportation in Orlando; and Chirag Bhatt of Bloomin' Brands – Outback.
- Primary hotel representatives including the Convention Manager, Sales/Reservations Manager.
- Tour of property; discussion of meeting rooms, etc.
- Discussion of contract details, lodging rooms, etc.
- Discussion of audio visual needs during meeting.
- Brief discussion of transportation needs.

December 5, 2012: Conference call with co-chairs to discuss the following issues –

- Possible off-site event at Walt Disney World.
- Exploration of conference bag alternatives.

January 10, 2013: Conference call with co-chairs to discuss the following issues -

- "Feast of Florida" at Disney update – exploring possibility of off-site event with WDW.
- Reception at the "20Seven" top floor level --- which night?
- Update on conference bags --- Confirming design and costs
- Sponsorship: Corporate vs. Local --- Upcoming discussion of options with Greg Orman

February 8, 2013: Face-to-face meeting of co-chairs to develop ideas for conference events and discuss sponsorship opportunities.

February 28, 2013: Meeting at WDW between Co-Chair Roberson and Sleiman Geagea to tour and further explore feasibility of off-site event for Monday evening.

March 13, 2012: Conference call meeting of co-chairs and Committee Member Geoff Luebkekmann with attendees Jennifer Reed and Alliah Sheeta of Florida Restaurant and Lodging Association. Items on the agenda for discussion included:

- Welcome bags - bags are sourced through donation by Publix vendor; need contents. **Copy of bag detail attached.**
- Florida Welcome Reception at BVP, Saturday night May 3, 2014. Welcome "Taste" event: A Tour of Florida; stage? Entertainment? Layout/facility diagrams; how many stations; keep it intimate / facilitate socializing
- Possible Florida event at WDW Coronado Springs, Monday night May 5, 2014. Prices from Disney on the space and support functions reviewed. Bus trans: Disney and/or Mears
- Business admin / support needs – copiers, phones, office support
- Sponsorship levels, participation; how this integrates with Greg Orman's efforts ("local" v "global")
- Write the "pitch" for recruiting participating organizations
- Communications and marketing plan
- Need to set a schedule for the Taste & Welcome events
- Need to ID and invite LAC members / worker bees; structure of the LAC
- Need to plan / discuss the Sat Night Welcome Reception
- Need while-you're-here, participant "Dining" and "What to Do" guides
- Money and banking arrangements and concerns

March 28, 2013: Co-Chair Cornman met with Ric Mathis, Florida Department of Health representative and former CFP member to secure participation and support for FLAC activities.

April 9, 2013: Co-chairs and member Luebkekmann met face-to-face for in-depth discussion of Saturday and Monday events during the Biennial Meeting along with several other issues.

- After lengthy discussion and review of WDW costs and the timing of event, committee decided a Monday night event at the BVP would be more feasible and affordable.
- Spoke with Karen Yatsko of BVP by phone to confirm several of the meeting event locations and meeting room capacity; particularly the 20Seven top level location. The plans at this time are to hold the Monday night Florida reception on this level to include multiple Florida-unique food and beverage items and experience the Epcot fireworks from this level. The Saturday welcome reception is already scheduled for the Great Hall location following the Opening Session.
- Member Luebkekmann and FRLA staff will work on a proposed budget for the Monday night Florida reception based on ideas discussed during this meeting.
- Co-chair Cornman and member Luebkekmann will be meeting with Florida Department of Business and Professional Regulation to seek that agencies participation and support for FLAC activities.
- After the May Executive Board meeting, FLAC intends to expand its membership to include key participants (up to approximately 8) that will be the core committee for the countdown to the Biennial Meeting.

Attachment: Color copy of Biennial Meeting Bag