



## 2018 CFHLA Governmental Affairs Committee Charter

Chairperson: Bruce Skwarlo | Vice Chairperson: Jon McGavin

**Committee Mission Statement:** To monitor and offer recommendations regarding Central Florida Governmental Affairs/Public Policy issues, relating to tourism and hospitality to the Central Florida Hotel & Lodging Association's Board of Directors.

### 2018 GOALS RELATED TO THE 2018 CFHLA BUSINESS PLAN

- 1) Research and recommend to the CFHLA Board of Directors appropriate action, including any necessary actions, motions, and/or resolutions in support of or opposition to community or statewide issues with potential Hospitality Industry impact.
- 2) Conduct 12 monthly committee meetings, each featuring an elected official guest and a business agenda. (\*With exception to a "Legislative Priorities" Drafting Meeting)
- 3) Maintain lodging representation from Orange, Osceola and Seminole Counties and a minimum of two Allied Member representatives on the GA Committee.
- 4) Include representatives from ARDA, Vacation Ownership Council, SeaWorld Parks & Resorts, Universal Orlando Resort and Walt Disney World Resort.
- 5) Maintain a list of items to watch relating to community and governmental issues affecting the Hospitality Industry.
- 6) Develop and maintain for external use, when appropriate, talking points on all related hospitality issues.
- 7) Designate a 4<sup>th</sup> Quarter GA Meeting as the appropriate venue to host an official industry discussion to finalize CFHLA legislative priorities for the following year.
- 8) Support the annual CFHLA Tallahassee Legislative Day, featuring a minimum of 20 attendees and 10 meetings with state legislators (Date: Wednesday, January 17, 2018).
- 9) Respond appropriately to community requests from elected officials.
- 10) Utilize contracted public policy consultants (GrayRobinson) and maintain a collaborative effort to support Hospitality and Tourism Industry issues.
- 11) Continue CFHLA's partnerships with the Orange County School Board for the Orange County State of Schools Address and with the Orange and Osceola County Commissions for the State of the County Address events.
- 12) Maintain the "Public Servant of the Year" award program within the established guidelines/criteria, to be presented during a CFHLA Membership Luncheon.
- 13) Maintain CFHLA presence at Tiger Bay Club of Central Florida meetings.
- 14) Utilize Public Policy Director position in Tallahassee during Legislative Session to enhance CFHLA relationships with Elected Officials and promote Hospitality Industry priorities.
- 15) Maximize "VoterVoice" advocacy program for CFHLA Members to communicate quickly with their Elected Officials to encourage "Pro-Tourism" legislative votes.
- 16) Support CFHLA efforts to include "Short Term Rental" registration materials in Orange, Osceola and Seminole County tax bills to enhance number of legal registrations for "Shared Lodging" hosts.
- 17) Utilize and share UCF Economist Dr. Sean Snaith's CFHLA "Economic Impact of Tourism" study results with Elected Officials to demonstrate importance of Hospitality Industry and potential impact of legislation.