

Hospitality Advisory Meeting
Fall 2010

Present:

Steve Springman
Dan Babbitt
John Kelley
Dannette Lynch
Jay Dempsey
Heather Alamillo
Jim Olliver
Robert Meyer
Gary Graham

Steve Springman called the meeting to order at 9:00 AM

Robert Meyer: Provided a program update report. Noted that FIU was leaving the partnership program and at this time there was not replacement for next academic year. USF Sarasota has expressed some interest and the University Partnership was in discussions with them. There is some interest in developing a business track within technology and management but this is pending the outcome of the discussions with USF.

Steve Springman provided an update on the status of the industry. He indicated that the economic recovery is slow for the hospitality industry and that most operations were doing minimal hiring. He noted that the best recovery seems to be in the NE sector of the US and was hopeful that trend would continue across the US. In brief the notes were that overall demand is growing however it is slow. Average room rates are slipping. Occupancy is up 2-3%. Average daily rate has dropped 2-3%. The luxury segment is performing the best. Although the restaurant industry has been hard hit it appears the higher end restaurants are performing the best. Heather pointed out that technology and video conferencing is having some negative impact on meeting sales.

Steve Springman discussed the spring fundraiser which is planned to be a bowling tournament at Liberty lanes. It was agreed by the committee that the event would take place at Liberty Lanes on May 12th 2011. There was discussion of the format for the sponsors and the awards. The committee suggested the sponsor level should start at \$5000.00. It was also decided to change the lane sponsors to associate. Dannette Lynch suggested that there be a sponsor for the awards ceremony. Steve Springman suggested that Sysco Foods be the reception sponsor. Jay Dempsey noted that there will be limited space for the reception and that it would need to be held perhaps in a meeting room. Dannette Lynch and Jay Dempsey noted with teams of 4 the goal would be 200 bowlers. Jay Dempsey also noted the role of the student volunteers would be critical as the bowling subcommittee worked out the details of the tournament. The committee agreed

that the subcommittee would be working more on tournament details after the first of the year.

The next topic discussed was what courses would be appropriate to add for a hospitality track in Management Organizational Leadership. The initial suggestions included human resources, organizational management, strategic management and/or sales and marketing. John Kelly agreed to serve as a subcommittee to look at possibilities and provide his suggestions at the spring meeting.

Dannette Lynch pointed out that the local Tampa Bay industry has provided some \$200,000.00 to SPC in scholarships through their fund raising programs. The Extravaganza this year is attracting 350 attendees.

Jim Olliver provided a review of the status of culinary. He noted that it had been added to the college master planning request. He noted that he had discussed the culinary interest with the new president. He noted that funds for new construction for colleges were tight due to the economy. He noted that the advisory committee played a vital role in pushing culinary plans forward but did admit the current economic climate made such fund raising difficult. He encouraged the committee to think of culinary as an important goal and continue to explore ways to bring a culinary program to SPC.

Robert Meyer provided a draft of performance standards for students in the program. The committee was highly critical of the list of performance standards. Many committee members felt that EA/EO would make the implementation of such a set of standards very difficult. After much discussion it was agreed that Jay Dempsey and Robert Meyer would continue a discussion on the topic and report back at the spring meeting.

The next meeting was set for 4-7-11 possibly at Liberty Lanes.

The meeting was adjourned at 11:00 AM