

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
HYBRID VIRTUAL MEETING**

ANNOTATED AGENDA

AUGUST 18, 2021

**PREPARED IN THE OFFICE OF
NIKKI ALVAREZ-SOWLES, Esq., CLERK & COMPTROLLER**

**THE MINUTES WERE PREPARED IN AGENDA ORDER
AS PUBLISHED AND NOT IN THE ORDER
IN WHICH THE ITEMS WERE HEARD**

10:00 A.M.

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM, 1ST FLOOR
8731 CITIZENS DRIVE, NEW PORT RICHEY, FLORIDA 34654**

Tourist Development Council

The Honorable Mike Moore
Chairman, BCC

The Honorable Kenneth M. Burgess, Jr.
Council President, City of Zephyrhills

The Honorable Chopper Davis
Councilman, City of New Port Richey

Mike Kidd - **ABSENT**
Hilton Garden Inn, Lutz

Robert Riehle
Saddlebrook Resort

Greg Lenner
Shoppes at Wiregrass

Wendy Longman
Windsong Charters

Mike Bishop
Director of Stakeholder Engagement
for the Pasco EDC

Bobbi L. DeFilippis
SpringHill Suites Marriott Tampa

Legal Staff:

Elizabeth Blair
Senior Assistant County Attorney

Staff:

Adam Thomas, DMO Director
Experience Florida's Sports Coast
Shelly Bandy, Project Coordinator III
Maria Gabriela LaJeunesse
Industry Relations Coordinator
Anthony Stinsman
Tourism Sales Manager

Consuelo Sanchez
Tourism Program Manager
Kolby Gayson
Communications Manager
Kayla Getz
Visitor Service Representative

CALL TO ORDER

Chairman Moore called the meeting to order at 10:00 a.m.

Invocation Pledge of Allegiance

Ms. Jessica Basak, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance.

Roll Call

Ms. Basak called the roll. All members were present with the exception of Mr. Mike Kidd who was absent.

PUBLIC COMMENT

There was none.

APPROVE THE MINUTES OF MEETING

- | | |
|---|---|
| 1 | Minutes – Destination Management Organization – June 23 rd TDC Meeting |
| | File Number DMO21-0080 |
| | Comm. Dist. |
| | Recommendation Approve |

The Council approved the June 23, 2021 TDC meeting minutes.

PRESENTATIONS

- | | |
|---|--|
| 2 | FY 2021 Quarter 2 (April – June) Presentation – Downs & St. Germain Research – Visitor Profile and Economic Impact Study |
| | File Number DMO21-0081 |
| | Comm. Dist. |
| | Recommendation Presentation Only |

This item was for information only. No action was required.

FUNDING REQUESTS

- | | |
|---|---|
| 3 | Marketing Matching Sponsorship Program – Various Event Organizers – FY 21/22 Applications - \$20,000.00 |
|---|---|

File Number DMO21-0082
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 4 FY 2021 – 2022 Advertising Sponsorship Agreement – Z Mitch LLC
– On-site Advertisement at AdventHealth Center Ice - \$20,000.00

File Number DMO21-0079
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

OLD BUSINESS

- 5 Treasurer's Report – Destination Management Organization – FY2021
Quarter 3 (April – June) Report

File Number DMO21-0083
Comm. Dist.
Recommendation Presentation Only

The Council approved the item per Staff's recommendation.

- 6 Request for Proposals Updates (RFP) – Destination Management
Organization – Website and Public Relations RFPs

File Number DMO21-0084
Comm. Dist.
Recommendation Presentation Only

The item was for information only. No action was required.

- 7 Board of County Commissioners Items Updates – Destination
Management Organization – Advisory Boards Meetings Updates and
DMO Items to the BCC

File Number DMO21-0085
Comm. Dist.
Recommendation Presentation Only

The item was for information only. No action was required.

NEW BUSINESS

- 8 Sports Tourism Update – Consuelo Sanchez, Sports Development & Tourism Manager – June and July Sports Activities

File Number DMO21-0086

Comm. Dist.

Recommendation Presentation Only

The item was for information only. No action was required.

- 9 Communications Update – Kolby Gayson, Communications Manager – June and July Communications Activities

File Number DMO21-0087

Comm. Dist.

Recommendation Presentation Only

The item was for information only. No action was required.

- 10 Industry Relations Update – Gaby LaJeunesse, Communications Manager – June and July Industry Relations Activities

File Number DMO21-0088

Comm. Dist.

Recommendation Presentation Only

The item was for information only. No action was required.

- 11 DMO Director's Update – Adam Thomas, DMO Director – June and July DMO Activities

File Number DMO21-0089

Comm. Dist.

Recommendation Presentation Only

The item was for information only. No action was required.

- 12 2022 TDC Schedule – Destination Management Organization – Final Schedule

File Number DMO21-0090

Comm. Dist.

Recommendation Presentation Only

The Council approved the item per Staff's recommendation.

