

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING

ANNOTATED AGENDA

SEPTEMBER 22, 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.

HISTORIC PASCO COUNTY COURTHOUSE, BOARD ROOM, 2ND FLOOR
37918 MERIDIAN AVENUE, DADE CITY, FL 33525

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
SprinHill 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 Popplewell, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

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

PUBLIC COMMENT

There was none.

Mr. Thomas introduced Ms. Sage Gee, Marketing Coordinator, to the team.

PRESENTATIONS

- 1 Marketing Matching Sponsorship Program Update – Destination Management Organization – To Provide Additional Funding for Qualifying Events – \$35,000.00

File Number DMO21-0095
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

FUNDING REQUESTS

- 2 Sports Event Funding Agreement – Ingram's Okinawan Karate, LLC – World United Isshin-Ryu Karate Association Training Camp – \$2,400.00

File Number DMO21-0096
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

OLD BUSINESS

- 3 Board of County Commissioners Items Updates
File Number DMO21-0097
Comm. Dist.
Recommendation Presentation Only

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

NEW BUSINESS

- 4 Sports Tourism Update - Consuelo Sanchez, Sports Development & Tourism Manager - August Activities
File Number DMO21-0098
Comm. Dist.
Recommendation Presentation Only

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

- 5 Communications Update - Kolby Gayson, Communications Manager - August Communications Activities
File Number DMO21-0099
Comm. Dist.
Recommendation Presentation Only

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

- 6 Industry Relations Update - Gaby LaJeunesse, Communications Manager - August Industry Relations Activities
File Number DMO21-0100
Comm. Dist.
Recommendation Presentation Only

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

- 7 DMO Director's Update - Adam Thomas, DMO Director - August DMO Activities
File Number DMO21-0101
Comm. Dist.
Recommendation Presentation Only

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

TDC Member Updates:

Mr. Bishop spoke regarding the upcoming NetFest event.

Mr. Lenners spoke regarding Symphony in Lights and would provide more information the following month, the Athleta store moving in, and a restaurant that would soon fill a vacant space.

Council President Burgess expressed his congratulations to the team for their Henry Award and spoke regarding their recent downtown event held on 9/11, that more events would be coming, and the new restaurant Tina and Joe's would be coming to the Historic Jeffries House.

Ms. Longman spoke regarding partnering with Poppin' Up Picnic to provide luxury picnics on the boat, they would be looking at doing a football seasonal thing with a TV and an app on the boat, and noted she would be out for the next twelve weeks or so.

Councilman Davis spoke regarding the Zen Forrest restaurant moving in downtown, concerts that had been hosted at Sims Park, and guidance he had received from Staff and information he obtained pertaining to venues.

Ms. DeFilippis noted the hotel world had slowed down for the last part of September but that October was looking strong.

Mr. Riehle spoke regarding the Netflix documentary they had worked on called Untold and noted they had received positive feedback.

Chairman Moore spoke regarding a recent event held at Advent Center Ice with the Tampa Bay Lightning and a similar event that was held at the Amalie Arena.

ADJOURNMENT

The meeting adjourned at 10:42 a.m.

Prepared by: Jessica L Popplewell, Records Clerk I, Board Records Division