

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

ANNOTATED AGENDA

OCTOBER 20, 2021

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

**THE MINUTES WERE PREPARED IN AGENDA ORDERTDC
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 – **ABSENT**
Councilman, City of New Port Richey

Mike Kidd
Hilton Garden Inn, Lutz

Robert Riehle
Saddlebrook Resort

Greg Lenner - **ABSENT**
Shoppes at Wiregrass

Wendy Longman
Windsong Charters

Mike Bishop - **ABSENT**
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

A. CALL TO ORDER

Chairman Moore called the meeting to order at 10:01 a.m.

Invocation Pledge of Allegiance

Ms. Carolyn Mendez, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance.

Roll Call

Ms. Mendez called the roll. All members were present with the exception of Councilman Chopper Davis, Mr. Mike Bishop, and Mr. Greg Lenners who were absent.

B. PUBLIC COMMENT

There was none.

C. APPROVE THE MINUTES OF MEETING

1. Minutes - Tourist Development Council - August 18th TDC Meeting

The Council approved the August 18, 2021 TDC meeting minutes.

D. PRESENTATIONS

2. 2022 Marketing Plan - Destination Management Organization – Kolby Gayson

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

E. FUNDING REQUESTS

- 3. Sports Event Funding Agreement – Foster's Volleyball Clinics, Inc. – New Year's Classic Volleyball Tournament – \$5,000.00**

The Council approved the item per Staff's recommendation.

- 4. Sports Event Funding Agreement – Hype Nation, LLC – Battle of the Beach – \$5,500.00**

The Council approved the item per Staff's recommendation.

- 5. Sports Event Funding Agreement – The Junior Tour LLC – The Junior Tour Powered by Under Armour – \$13,000.00**

The Council approved the item per Staff's recommendation with Mr. Riehle abstaining from the vote due to conflict of interest.

- 6. Sports Event Funding Agreement – East Coast Championships LLC –The Takeover Cheer Championships – \$5,200.00**

The Council approved the item per Staff's recommendation.

F. OLD BUSINESS

- 7. Group Meetings Incentive Program Update – Destination Management Organization –To Remove Event Date Restrictions**

The Council approved the item per Staff's recommendation.

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

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

G. NEW BUSINESS

9. Sports Tourism Update - Consuelo Sanchez, Sports Development &

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

10. Industry Relations Update - Gaby LaJeunesse, Communications Manager - September Industry Relations Activities

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

11. DMO Director's Update - Adam Thomas, DMO Director – September DMO Activities

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

TDC Member Updates:

Council President Burgess spoke regarding an event taking place the weekend of Veteran's Day at the airport event center. He noted it would be held Friday, Saturday, and Sunday, also that there would be World War II reenactments, military equipment, and a World War II era plane available for viewing.

Ms. DeFilippis spoke regarding the busy weekend ahead for the hotel.

Mr. Kidd thanked everyone for attending their 5th Annual Oktoberfest Event. He noted they will be holding a New Year's Eve event and thanked everyone for their support.

Mr. Riehle spoke regarding hosting an Able Trust event. He noted it was in connection with Disability Employment Awareness month and an initiative to promote hiring employees with mental challenges and he invited everyone to attend.

H. ADJOURNMENT

The meeting adjourned at 11:10 a.m.

Prepared by: Carolyn Mendez, Records Clerk I, Board Records Division