

Council Members

Chairman, Commissioner Mike Moore
Vice-Chairman, Wendy Longman
Councilman Kenneth M. Burgess, Jr.
Councilman Chopper Davis
Mike Bishop
Bobbi L. DeFilippis
Mike Kidd
Greg Lenner
Robert Riehle

**Pasco County
Tourist Development Council
Wednesday, November 17, 2021
10:00 AM**



West Pasco Government Center, Board Room, 1st Floor
8731 Citizens Drive, New Port Richey, Florida 34654

All electronic devices must be turned off while in the Board Room.

Call To Order - 10:00 a.m. Chairman

Invocation, Pledge of Allegiance

Roll Call

Public Comment

Minutes - Tourist Development Council

- 1 Minutes - Tourist Development Council - September 22nd and October 20th TDC Meetings
File Number DMO22-0017
Comm. Dist.
Recommendation Approve

Presentations

- 2 Website Agreement Presentation - Madden Media - Florida's Sports Coast Website Redesign and Redevelopment
File Number DMO22-0018
Comm. Dist.
Recommendation Presentation Only
- 3 FY 2021 Quarter 4 (July - September) Presentation - Downs & St. Germain Research - Visitor Profile and Economic Impact Study
File Number DMO22-0019
Comm. Dist.
Recommendation Presentation Only
- 4 Interlocal Agreement - City of Dade City - Dade City Visitor Information Center Update
File Number DMO22-0020
Comm. Dist.
Recommendation Presentation Only

Funding Requests

- 5 Destination Operating System - Zartico Inc - Geolocation Date Services - \$30,000.00
File Number DMO22-0021
Comm. Dist.
Recommendation Approve
- 6 Sprout Social Agreement - Sprout - Social Media Monitoring, Reporting, and Listening Services - \$10,000.00
File Number DMO22-0022

Comm. Dist.

Recommendation Approve

- 7 Title Sponsorship Agreement – Tampa Bay Pro Combine Inc. – Tampa Bay Pro Combine – \$100,000.00

File Number DMO22-0023

Comm. Dist.

Recommendation Approve

- 8 Sports Event Funding Agreement - Lightning City Gymnastics, Inc. - 2022 Tampa Bay Classic, 3rd Annual Charity Challenge Cup State Qualifier, and Xcel Platinum and Diamond FL State Championships - \$6,000.00

File Number DMO22-0024

Comm. Dist.

Recommendation Approve

- 9 Sports Event Funding Agreement – Sword Masters Club LLC – The Tampa Challenge RYC/RJCC 2022 - \$6,000.00

File Number DMO22-0025

Comm. Dist.

Recommendation Approve

- 10 Sports Event Funding Agreement – Z Mitch LLC – Tampa's AAA Face-Off Hockey Tournament - \$4,500.00

File Number DMO22-0026

Comm. Dist.

Recommendation Approve

- 11 Sports Event Funding Agreement – Mark Pinner Karate Clubs LLC – AAU Karate Championships - \$2,500.00

File Number DMO22-0028

Comm. Dist.

Recommendation Approve

Old Business

- 12 December 15th Tourist Development Council - Destination Management Organization - Cancellation Option

File Number DMO22-0029

Comm. Dist.

Recommendation Approve

- 13 Request for Quote Update - Kolby Gayson - Wiregrass Ranch Sports

Campus of Pasco County Creative Art

File Number DMO22-0030

Comm. Dist.

Recommendation Presentation Only

- 14 Treasurer's Report - Destination Management Organization - FY2021
Quarter 4 (July - September) Report

File Number DMO22-0031

Comm. Dist.

Recommendation No Action Required

New Business

- 15 Sports Tourism Update - Consuelo Sanchez, Sports Development &
Tourism Manager - October and November Sports Activities Update

File Number DMO22-0032

Comm. Dist.

Recommendation Presentation Only

- 16 Communications Update - Kolby Gayson, Communications Manager -
October and November Communications Activities Update

File Number DMO22-0033

Comm. Dist.

Recommendation Presentation Only

- 17 Industry Relations Update - Gaby LaJeunesse, Industry Relations
Coordinator - October and November Industry Relations Activities
Update

File Number DMO22-0034

Comm. Dist.

Recommendation Presentation Only

- 18 DMO Director's Update - Adam Thomas, DMO Director - Director's
Update

File Number DMO22-0035

Comm. Dist.

Recommendation Presentation Only

Adjournment