

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

NOVEMBER 17, 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
Hilton Garden Inn, Lutz

Robert Riehle
Saddlebrook Resort

Greg Lenner
Shoppes at Wiregrass
- ABSENT

Wendy Longman
Windsong Charters

Mike Bishop
Director of Stakeholder Engagement
for the Pasco EDC

Bobbi L. DeFilippis
SpringHill Suites Marriott Tampa
- ABSENT

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

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 10:06 p.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 Ms. DeFilippis and Mr. Lenners who were absent.

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

The Council approved the September 22, 2021 TDC meeting minutes.

PRESENTATION

- 2 Website Agreement Presentation - Madden Media - Florida's Sports Coast Website Redesign and Redevelopment

File Number DMO22-0018
Comm. Dist.
Recommendation Presentation Only

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

- 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

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

- 4 Interlocal Agreement - City of Dade City - Dade City Visitor Information Center Update

File Number DMO22-0020

Comm. Dist.

Recommendation Presentation Only

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

FUNDING REQUESTS

- 5 Destination Operating System - Zartico Inc - Geolocation Date Services - \$30,000.00

File Number DMO22-0021

Comm. Dist.

Recommendation Approve

The Council approved the item per Staff's recommendation.

- 6 Sprout Social Agreement - Sprout - Social Media Monitoring, Reporting, and Listening Services - \$10,000.00

File Number DMO22-0022

Comm. Dist.

Recommendation Approve

The Council approved the item per Staff's recommendation.

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

File Number DMO22-0023

Comm. Dist.

Recommendation Approve

The Council approved the item per Staff's recommendation.

- 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

The Council approved the item per Staff's recommendation.

- 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

The Council approved the item per Staff's recommendation.

- 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

The Council approved the item per Staff's recommendation.

- 11 Sports Event Funding Agreement – Mark Pinner Karate Clubs LLC –
AAU Karate Championships - \$2,500.00
File Number DMO22-0028
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

OLD BUSINESS

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

File Number DMO22-0029
Comm. Dist.
Recommendation Approve

The Council approved to cancel the December 15, 2021, TDC meeting.

- 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

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

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

File Number DMO22-0031
Comm. Dist.
Recommendation No Action Required

This item was for information only. No action was 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

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

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

File Number DMO22-0033

Comm. Dist.

Recommendation Presentation Only

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

- 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

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

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

File Number DMO22-0035

Comm. Dist.

Recommendation Presentation Only

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

TDC Member Updates:

Mr. Kidd spoke regarding a Roaring 20's event and invited the Council to join and welcomed their support.

Council President Burgess wished everyone a Happy Thanksgiving and a Merry Christmas. He spoke regarding a recent Veteran's Day event in Zephyrhills that went well, the largest parade they had ever had, and the reenactment. He continued to speak regarding the sporting events coming to Pasco County and the benefits they would bring to the County.

Ms. Longman wished everyone a great holiday weekend and noted that the Anclote Key lighthouse was open every second weekend of the month and spoke regarding the views and the steps to get to the top.

Mr. Bishop spoke in favor of the technology investment and commended the team for that. He noted that the next major EDC event was January 20, 2021.

Councilman Davis wished everyone a Happy Thanksgiving.

ADJOURNMENT

The meeting adjourned at 11:43 a.m.

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