

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

JANUARY 26, 2022

**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
- ABSENT

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, Financial Coordinator
Maria Gabriela LaJeunesse
Industry Relations Coordinator
Kayla Getz
Sports Tourism Services & Project Coordinator

Consuelo Sanchez
Tourism Program Manager
Kolby Gayson
Communications Manager
Sage Gee
Marketing Coordinator

CALL TO ORDER

Chairman Moore called the meeting to order at 10:02 a.m.

Roll Call

Ms. Shannon Egbert, Deputy Clerk, called the roll. All members were present with exception of Mr. Mike Kidd who was absent. Ms. Longman arrived at the meeting at 10:05 a.m. and Councilman Davis arrived at the meeting at 10:08 a.m.

Invocation

Pledge of Allegiance

Ms. Egbert gave the Invocation and led the Pledge of Allegiance.

PUBLIC COMMENT

Later in the meeting Chairman Moore called for Public Comment. There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - November 17th, 2021 TDC Meeting
File Number DMO22-0043
Comm. Dist.
Recommendation Approve

The Council approved the November 17, 2021 TDC Meeting Minutes.

PRESENTATIONS

- 2 Florida's Sports Coast Signage Presentation - Destination Management Organization - To Provide a Visual Update of the Signage Placed at the Wiregrass Ranch Sports Campus of Pasco County
File Number DMO22-0045
Comm. Dist.
Recommendation Presentation Only

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

- 3 Economic Impact and Visitor Tracking Report – Downs and St. Germain Research -To Provide Economic Impact of Tourism and Visitors Profile from Fiscal Year 2021
File Number DMO22-0046
Comm. Dist.
Recommendation Presentation Only

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

Funding Requests

- 4 Sports Event Funding Agreement - Statewide Amateur Hockey of Florida, Inc. - 2022 SAHOF State Championships - \$8,400.00
File Number DMO22-0047
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 5 Sports Event Funding Agreement - Ingram's Okinawan Karate, LLC - AAU West Coast Karate Championships - \$1,600.00
File Number DMO22-0048
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 6 Sports Event Funding Agreement - Gran Fondo National Serie, LLC - 2022 Gran Fondo Florida - \$5,100.00
File Number DMO22-0049
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 7 Sports Event Funding Agreement - Enterprise Media, LLC - 2022 Caliente Bare Dare 5K - \$5,000.00
File Number DMO22-0050
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

OLD BUSINESS

- 8 Creative Placement Funding Request - Destination Management Organization - To Fund Florida's Sports Coast Monument at the Wiregrass Ranch Sports Campus of Pasco County in Fiscal Year 2022 - \$50,000.00
File Number D MO22-0051
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 9 Treasurer's Report - Destination Management Organization - FY 2022 Quarter 1 (October - December) Report
File Number DMO22-0052
Comm. Dist.
Recommendation Presentation Only

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

NEW BUSINESS

- 10 Sports Tourism Update - Consuelo Sanchez, Sports Development and Tourism Manager - December - January Sports Activities Update
File Number DMO22-0053
Comm. Dist.
Recommendation No Action Required

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

- 11 Communications Update - Kolby Gayson, Communications Manager - December - January Communications Activities Report
File Number DMO22-0054
Comm. Dist.
Recommendation

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

- 12 Industry Relations Update - Gaby LeJaunesse, Industry Relations Coordinator - December - January Industry Relations Activities Update
File Number DMO22-0055
Comm. Dist.
Recommendation

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

- 13 DMO Director's Update - Adam Thomas, DMO Director - Director's Update
File Number DMO22-0056
Comm. Dist.
Recommendation

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

- 14 Legislative Update - Destination Management Organization - 2022 Legislation Session
File Number DMO22-0057
Comm. Dist.
Recommendation

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

The Council approved to make the Kumquat Pie the official pie of the Florida Sports Coast.

TDC Member Updates:

Mr. Lenners spoke regarding the conclusion of the Shoppes at Wiregrass' 14th Holiday season. He noted that the businesses and restaurants were doing very well.

Mr. Riehle thanked the team for their recent Sports Fam tour and their collaboration with Under Armour.

Council President Burgess spoke regarding the March 5th Pigz in Z'hills BBQ event and State Championship. He noted there would be various vendors and extended his invitation to the Council. He also spoke regarding the design phase of the SVB tennis center and offered overflow accommodations for tennis events as needed.

Discussion was held regarding tennis event overflow and Radd Sports.

Ms. DeFilippis spoke regarding the restart of corporate meetings, and the movement of individuals into the State. She also thanked Staff for their efforts.

Mr. Bishop spoke regarding the EDC and the construction of an Amazon facility that would produce 500 jobs.

Councilman Davis noted the Amazon facility would produce upper-level tech jobs along with entry level jobs. He spoke regarding the Chasco event and the Hacienda opening soon.

Ms. Longman spoke regarding celebrating Windsong's 20th anniversary, and the launch of Leadership Pasco Tourism Day.

Mr. Lenners noted after 14 years he made the difficult decision to resign from his position at the Shoppes at Wiregrass as well as his resignation from the TDC board. He spoke regarding the memories, his team, and his family.

Councilman Davis, Ms. Longman and Chairman Moore thanked Mr. Lenners for all he had done for the TDC as well as the community.

Mr. Thomas invited Mr. Lenners to return to be honored.

Chairman Moore noted Senator Burgess extended his greetings and that he was ecstatic about the Kumquat Pie becoming the official pie of the Florida Sports Coast.

Ms. Gayson spoke regarding the connection she had with Kumquat Growers and noted if they ever needed anything to reach out to her.

Adjournment

The meeting adjourned at 11:34 a.m.

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