

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

FEBRUARY 16, 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.

**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
Councilman, City of New Port Richey

Mike Kidd
Hilton Garden Inn, Lutz

Robert Riehle
Saddlebrook Resort

Mike Bishop
Director of Stakeholder Engagement
for the Pasco EDC

Wendy Longman
Windsong Charters

Legal Staff:
Elizabeth Blair
Senior Assistant County Attorney

Bobbi L. DeFilippis
SpringHill Suites Marriott Tampa

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
Marketing Coordinator & 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 10:00 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.

PUBLIC COMMENT

There was none.

APPROVE THE MINUTES OF MEETING

- | | |
|----------|---|
| 1 | Minutes - Tourist Development Council - January 26th, 2022 TDC Meeting
File Number DMO22-0064
Comm. Dist.
Recommendation Approve |
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The Council approved the January 26, 2022 TDC Meeting Minutes.

PRESENTATIONS

- | | |
|----------|---|
| 2 | Pasco County Community Inventory and Sports Participation GAP
Analysis - The Collective BEST - To Evaluate Strategic Options to
Incorporate a New Sports Facility in Pasco County
File Number DMO22-0065
Comm. Dist.
Recommendation Presentation Only |
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This item was for information only. No action was required.

- 3 Florida's Sports Coast Website Presentation - Madden Media - New Website Progress Update
File Number DMO22-0067
Comm. Dist.
Recommendation Presentation Only

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

FUNDING REQUESTS

- 4 Sports Event Funding Agreement - USA Hockey - USA Hockey Adult National Championships - \$10,000.00
File Number DMO22-0069
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 5 Sports Event Funding Agreement - West Pasco Youth Soccer Association, Inc. - 2022 Florida Premier Spring Showcase - \$9,000.00
File Number DMO22-0070
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 6 Sports Event Funding Agreement - SUTS Report LLC - 2022 Sunshine State Showdown - \$16,000.00
File Number DMO22-0071
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 7 Sports Event Funding Agreement - Z Mitch LLC - AdventHealth Center Ice Memorial Day Hockey Tournament - \$9,700.00
File Number DMO22-0072
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 8 Sports Event Funding Agreement - Preferred Athlete Scouting Services Inc. - Southern Jam and Future Stars Teams Nationals - \$8,500.00
File Number DMO22-0073
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 9 Title Sponsorship and Rights Fee Agreement - Viaports International LLC – Florida's Sports Coast Pro-Am Beach Soccer Challenge - \$20,000.00
File Number DMO22-0074
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 10 Marketing Sponsorship Agreement – Tennis Pro Florida LLC – FSC Brand Promotions at SVB Tennis Center – \$10,000.00
File Number DMO22-0075
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

OLD BUSINESS

There was none.

NEW BUSINESS

- 11 Sports Tourism Update - Consuelo Sanchez, Sports Development and Tourism Manager - January - February Sports Activities Update
File Number DMO22-0076
Comm. Dist.
Recommendation Presentation Only

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

- 12 Communications Update - Kolby Gayson, Communications Manager -
January Communications Activities Report
File Number DMO22-0077
Comm. Dist.
Recommendation Presentation Only

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

- 13 Industry Relations Update - Gaby LaJeunesse, Industry Relations
Coordinator - January Industry Relations Activities Update
File Number DMO22-0078
Comm. Dist.
Recommendation Presentation Only

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

- 14 DMO Director's Update - Adam Thomas, DMO Director - Director's Update
File Number DMO22-0079
Comm. Dist.
Recommendation Presentation Only

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

- 15 Legislative Update - Destination Management Organization - 2022
Legislative Session
File Number DMO22-0080
Comm. Dist.
Recommendation Approve

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

- 16 Pasco Tourism Jeopardy - Destination Management Organization - Pasco
Leadership Tourism Day
File Number DMO22-0081
Comm. Dist.
Recommendation Presentation Only

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

TDC MEMBER UPDATES

Mr. Kidd noted that after 4 years serving on the TDC Board he would be stepping back to allow someone else the opportunity to serve. He thanked the Staff and the Clerk and spoke regarding his admiration and his continued support for Pasco County.

Chairman Moore thanked him for his service.

Mr. Riehle spoke regarding the preparation for the Under Armour event, the attendance, Staff's efforts, and live scoring. He noted that they were adamant about returning to Pasco County to make this an annual event.

Mr. Bishop spoke regarding his recent Tallahassee visit, PR numbers, collected survey data noted that 95% of travelers were planning to travel this year, Florida overtook New York as the number one travel destination, the February 26th EDC Grow Pasco event at the Hyatt of Wesley Chapel and the March 31st Net Fest event at the Starkey Market.

Chairman Moore spoke regarding his recent visit to Tallahassee with Mr. Thomas, tourism and expanding Visit Florida. He noted he would be returning to Tallahassee in a couple weeks.

Ms. Longman spoke regarding slow business due to the weather. She noted she had no additional updates.

Ms. DeFilippis spoke regarding the busy upcoming weekend. She noted it was mostly transit travel bookings and that they were 75% sold out for the weekend.

Council President Burgess spoke regarding the upcoming March 4th and March 5th BBQ and State Championship event.

Councilman Davis spoke regarding the Chasco Fiesta event and noted his interest in data collection of day visitor numbers at various events throughout Pasco County.

ADJOURNMENT

The meeting adjourned at 11:41 a.m.

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