

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

MARCH 23, 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 Bishop
Director of Stakeholder Engagement
for the Pasco EDC

Robert Riehle
Saddlebrook Resort

Wendy Longman
Windsong Charters

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
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

Chairman Moore called for Public Comment.

Ms. Kim Barker spoke regarding the GAP analysis and the need for aquatics in east Pasco County.

Chairman Moore thanked her for her comments and noted future GAP analysis updates would be given.

APPROVE MINUTES OF MEETING

- 1 Minutes - Tourist Development Council - February 16th, 2022 TDC Meeting
File Number DMO22-0083
Comm. Dist.
Recommendation Approve

The Council approved the February 16, 2022 Tourist Development Council meeting minutes.

PRESENTATIONS

- 2 Economic Impact and Visitor Tracking Report – Downs and St. Germain Research -To Provide Economic Impact of Tourism and Visitors Profile from Fiscal Year 2022 Quarter 1 (October 1st - December 31st)
File Number DMO22-0084
Comm. Dist.
Recommendation Presentation Only

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

- 3 An Ordinance Amending Chapter 102, Article IV, Sections 102-186 and 102-190 of the Pasco County Code of Ordinances to Increase the Local Option Tourist Development Tax by an additional 1% as authorized by Section 125.0104(3)(n), Florida Statutes
File Number DMO22-0085
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

FUNDING REQUESTS

- 4 Sports Event Funding Agreement - ENG Sports Inc - 2022 Candice Dupree Invitational - \$9,000.00
File Number DMO22-0086
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

NEW BUSINESS

- 5 Sports Tourism Update - Consuelo Sanchez, Sports Development and Tourism Manager - February - March Sports Activities Update
File Number DMO22-0087
Comm. Dist.
Recommendation Presentation Only

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

- 6 Communications Update - Kolby Gayson, Communications Manager –
February Communications Activities Report
File Number DMO22-0088
Comm. Dist.
Recommendation Presentation Only

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

- 7 Industry Relations Update - Gaby LaJeunesse, Industry Relations
Coordinator - February - March Industry Relations Activities Update
File Number DMO22-0089
Comm. Dist.
Recommendation Presentation Only

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

- 8 DMO Director's Update - Adam Thomas, DMO Director - Director's Update
File Number DMO22-0090
Comm. Dist.
Recommendation Presentation Only

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

- 9 Legislative Update - Destination Management Organization – 2022
Legislative Session
File Number DMO22-0091
Comm. Dist.
Recommendation Presentation Only

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

OLD BUSINESS

- 10 Leadership Pasco Tourism Day Presentation – Destination Management
Organization - To Present Survey Results from Attendees
File Number DMO22-0092
Comm. Dist.
Recommendation Presentation Only

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

TDC MEMBER UPDATES

Mr. Riehle spoke regarding the recent sale of his family's business Saddlebrook Resort. He noted he would remain in his position at Saddlebrook as well as on the TDC board and they would assist with the transition to the new owners.

Chairman Moore congratulated Mr. Riehle and noted it was good to still have him on the TDC board.

Mr. Bishop congratulated Mr. Riehle with the transition of Saddlebrook Resort and Ms. Longman on their efforts with Leadership Pasco. He spoke regarding the upcoming EDC event, NetFest, the number of registrants and the event activities.

Council President Burgess spoke regarding the TDT graphic and noted that in the past Pasco was compared closer to Hernando, but Pasco should now be compared to Pinellas because of the growth. He also spoke regarding the success of the recent BBQ event in Zephyrhills.

Ms. Longman spoke regarding Windsong celebrating 20 years of business, an upcoming open house event, the food and entertainment, and she invited the Board to attend.

Ms. DeFilippis noted they had been busy, and they had a great month of March.

Chairman Moore noted Councilman Davis had termed out of his position. He spoke regarding Councilman Davis' dedication to the Council and his City and his appreciation of his efforts.

Councilman Davis spoke regarding the number of years he had served on the board, his objective, his appreciation for serving, the need for promotion of weeklong and annual events, the Chasco Parade, and the opening of the Hacienda. He thanked the Board and told a funny story.

ADJOURNMENT

The meeting adjourned at 11:19 a.m.

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