

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING

ANNOTATED AGENDA

APRIL 20, 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

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**Tourist Development Council**

The Honorable Mike Moore  
Chairman, BCC  
- **ABSENT**

The Honorable Kenneth M. Burgess, Jr.  
Council President, City of Zephyrhills

Wendy Longman - Vice-Chairman  
Windsong Charters

Mike Bishop  
Director of Stakeholder Engagement  
for the Pasco EDC

Robert Riehle  
Saddlebrook Resort

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, 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

## **A. CALL TO ORDER**

Vice-Chairman Longman 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 with present with the exception of Chairman Mike Moore and Ms. Bobbi DeFilippis who were absent.

## **B. PUBLIC COMMENT**

Vice-Chairman Longman called for Public Comment.

There was none.

## **C. APPROVE THE MINUTES OF MEETING**

- |   |                                                                      |
|---|----------------------------------------------------------------------|
| 1 | Minutes - Tourist Development Council - March 23rd, 2022 TDC Meeting |
|   | <b>File Number</b> DMO22-0042                                        |
|   | <b>Comm. Dist.</b>                                                   |
|   | <b>Recommendation</b> Approve                                        |

**The Council approved** the March 23, 2022, TDC Meeting Minutes.

## **D. PRESENTATIONS**

- |   |                                                                                                           |
|---|-----------------------------------------------------------------------------------------------------------|
| 2 | Pasco 2050 Presentation - Planning and Development Department -<br>Pasco County Comprehensive Plan Update |
|   | <b>File Number</b> DMO22-0043                                                                             |
|   | <b>Comm. Dist.</b>                                                                                        |
|   | <b>Recommendation</b> Presentation Only                                                                   |

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

## **E. FUNDING REQUESTS**

- 3                Multi-Year Sports Event Funding Agreement - Florida Sports Foundation -  
2022, 2023, and 2024 Florida Senior Games - \$119,795.00  
**File Number**                DMO22-0044  
**Comm. Dist.**  
**Recommendation** Approve

**The Council approved** the item per Staff's recommendation.

- 4                Sports Event Funding Agreement - Torhs and Z Mitch LLC - 2022, 2023,  
and 2024 Torhs National Championships - \$145,015.00  
**File Number**                DMO22-0045  
**Comm. Dist.**  
**Recommendation** Approve

**The Council approved** the item per Staff's recommendation.

- 5                Sports Event Funding Agreement - Z Mitch LLC - Summer Events -  
\$35,000.00  
**File Number**                DMO22-0046  
**Comm. Dist.**  
**Recommendation** Approve

**The Council approved** Staff's recommendation for the Young Vikings Elite Hockey Camp, the Prospects Elite Hockey Camp, Team Strips Camp, and the U.S. Figure skating National Showcase.

**The Council approved** Staff's recommendation for the Saddlebrook Sunshine Cup with Mr. Riehle abstaining from the vote due to conflict of interest.

## **F. NEW BUSINESS**

- 6                Sports Tourism Update - Consuelo Sanchez, Sports Development and  
Tourism Manager - March and April Sports Activities Update  
**File Number**                DMO22-0047  
**Comm. Dist.**  
**Recommendation** Presentation Only

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

- 7                    Communications Update - Kolby Gayson, Communications Manager -  
March Communications Activities Report  
**File Number**                    DMO22-0048  
**Comm. Dist.**  
**Recommendation** Presentation Only

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

- 8                    Industry Relations Update - Gaby LaJeunesse, Industry Relations  
Coordinator - March - April Industry Relations Activities Update  
**File Number**                    DMO22-0049  
**Comm. Dist.**  
**Recommendation** Presentation Only

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

- 9                    DMO Director's Update - Adam Thomas, DMO Director - Director's Update  
**File Number**                    DMO22-0050  
**Comm. Dist.**  
**Recommendation** Presentation Only

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

## **G. OLD BUSINESS**

- 10                   Marketing Matching Sponsorship Program Update– Destination  
Management Organization – To Increase Maximum Funding Cap from  
\$5,000.00 to \$20,000.00 for Pasco County's Signatures Events (Chasco  
Fiesta, Cotee Bike Fest, Kumquat Festival, and Pigs in Z/Hills BBQ &  
Blues Fest).  
**File Number** DMO22-0051  
**Comm. Dist.**  
**Recommendation** Approve

**The Council approved** the item per Staff's recommendation.

- 11                   Tourist Development Tax Increase Update  
**File Number**                    DMO22-0052  
**Comm. Dist.**  
**Recommendation** No Action Required

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

12                    Tourism Banquet Update  
                      **File Number**                    DMO22-0053  
                      **Comm. Dist.**  
                      **Recommendation** Presentation Only

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

## **TDC MEMBER UPDATES**

Mr. Riehle spoke regarding the continued transition, and the changes with Saddlebrook Resort and their excitement.

Council President Burgess congratulated Mr. Bishop on the success of the NetFest event and spoke regarding Titus O'Neil.

Mr. Bishop spoke regarding the EDC and the growth. He thanked those members who attended the NetFest event.

Vice-Chairman Longman spoke regarding her excitement for being in Pasco County for the past 20 years and her appreciation for the work done in Pasco County. She invited the Board to attend Windsong's 20 years of business celebration.

## **H. ADJOURNMENT**

**The Council approved** to adjourn the meeting.

The meeting adjourned at 11:19 a.m.

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