

**TDC PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

MAY 18, 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

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

Mike Peters
Deputy Mayor, New Port Richey

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. Meghan Legnini, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance.

Roll Call

Ms. Legnini called the roll. All members were present.

Public Comment

There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - April 20th, 2022 TDC Meeting
File Number DMO22-0093
Comm. Dist.
Recommendation Approve

The Council approved the April 20, 2022 TDC Meeting Minutes.

Presentations

- 2 Economic Impact and Visitor Tracking Report – Downs and St. Germain Research - To Provide Economic Impact of Tourism and Visitors Profile Information for Fiscal Year 2022 Quarter 2 (January 1st - March 31st)
File Number DMO22-0094
Comm. Dist.
Recommendation Presentation Only

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

Funding Requests

- 3 Sports Event Funding Agreement -Tournament of Champions, Inc. - 2022 Nike TOC Southeast Invitational - \$11,000.00
File Number DMO22-0095
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation with Mr. Riehle abstaining from the vote due to a conflict of interest.

- 4 Promotional Sponsorship Agreement - Tennis Pro Florida LLC - Florida's Sports Coast Promotions by The HayaBusa Team (Indoor and Outdoor Skydive World Champion) - \$10,000.00
File Number DMO22-0096
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 - April and May Sports Activities Update
File Number DMO22-0097
Comm. Dist.
Recommendation Presentation Only

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

- 6 Communication Update - Kolby Gayson, Communications Manager - April Communication Activities Update
File Number DMO22-0098
Comm. Dist.
Recommendation Presentation Only

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

- 7 Industry Relations Update - Gaby LaJeunesse, Industry Relations Coordinator - April and May Industry Relations Update
File Number DMO22-0099
Comm. Dist.
Recommendation Presentation Only

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

- 8 DMO Director Update - Adam Thomas, DMO Director - April and May DMO Updates
File Number DMO22-0100
Comm. Dist.
Recommendation Presentation Only

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

Old Business

- 9 Tourism Banquet Recap - Adam Thomas, DMO Director
File Number DMO22-0101
Comm. Dist.
Recommendation Presentation Only

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

- 10 Fiscal Year 2022 Q2 Treasurer's Report - Adam Thomas, DMO Director
File Number DMO22-0102
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.

Mr. Bishop spoke regarding economic development, travel plans, and an upcoming annual Awards.

Council President Burgess spoke regarding Skydive City, a sponsorship contract, activities at Sky Dive City, people who had relocated to Zephyrhills and their reasonings, and Skydive City as an attractant for relocation to Zephyrhills. He congratulated everyone for their work at the banquet, stated he believed Mr. Thomas

did a great job as MC, congratulated Ms. Longman for her award, and wished Ms. Gayson good luck in her new position.

Ms. Longman thanked those who attended the award ceremony and the award. She spoke regarding Windsong's potential partnership with other organizations. She stated she would miss Ms. Gayson.

Ms. DeFilippis congratulated Ms. Gayson. She spoke regarding the banquet, recent sold-out nights, and a soccer conference in Tampa.

Deputy Mayor Peters thanked the Committee for the warm welcome. He spoke regarding Ms. Barbara Carr, the new Economic Development Director for the City of New Port Richey.

Adjournment

The meeting adjourned at 10:50 a.m.

Prepared by: Meghan Legnini, Records Clerk I, Board Records Division