

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING

ANNOTATED AGENDA

JUNE 15, 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

Wendy Longman – Vice-Chairman
Windsong Charters

Mike Bishop – **Absent**
Director of Stakeholder Engagement
For the Pasco EDC

Robert Riehle
Saddlebrook Resort

Bobbi L. DeFilippis
SpringHill Suites Marriott Tampa

Mike Peters – **Absent**
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
Sage Gee
Marketing Coordinator

Counsuelo Sanchez
Tourism Program Manager
Maria Gabriela LaJeunesse
Industry Relations Coordinator
Kayla Getz, Sports Tourism Services
Marketing & Project Coordinator

Call to Order

Chairman Moore called the meeting to order at 10:00 a.m.

Invocation, Pledge of Allegiance

Ms. Jessica Popplewell, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Popplewell called the roll. All members were present with the exception of Deputy Mayor Peters and Mr. Bishop who were absent.

Public Comment

There was none

Minutes – Tourism Development Council

- 1 Minutes – Tourist Development Council – May 18, 2022 TDC Meeting
File Number DMO22-0093
Comm. Dist.
Recommendation Approve

The Council approved the May 18, 2022 TDC meeting minutes.

Presentations

- 2 Website Presentation – Madden Media – Florida's Sports Coast Website Update
File Number DMO22-0105
Comm. Dist.
Recommendation Presentation Only

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

- 3 PR Plan Presentation – Giant Noise – Florida’s Sports Coast PR Plan
File Number DMO22-0106
Comm. Dist.
Recommendation Approve

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

Funding Requests

- 4 Sports Event Funding Agreement – Blue Line Hockey Tournaments, LLC – 2022 Barn Burner Hockey Tournament and 2023 Mid-Florida Meltdown Hockey Tournaments - \$15,000.00
File Number DMO22-0107
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff’s recommendation.

- 5 Sports Event Funding Agreement – Lightning City Gymnastics, Inc. – 2022 Aloha Invitational/NAWGJ Judges Cup and Fall Gasparilla Invitational - \$3,000.00
File Number DMO22-0108
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff’s recommendation.

- 6 Sports Event Funding Agreement – Blue Star Productions, Inc. – Blue Start 30 & All American Camp - \$8,500.00
File Number DMO22-0109
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff’s recommendation.

- 7 Sports Event Funding Agreement – Beast1Athletics – Boot to the Bay Camp - \$1,200.00
File Number DMO22-0110
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff’s recommendation.

- 8 Group Meeting Incentive Program – Saddlebrook Resort and Spa – Teamout
Doordash Summit and Adebias POA 2022 - \$5,000.00
File Number DMO22-0111
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.

- 9 In-Market Representation Partnership – Tampa Bay Convention & Visitors
Bureau, Inc. – Central European Germany, Austria, and Switzerland In-Market
Representation - \$100,000.00
File Number DMO22-0112
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

New Business

- 10 Sports Tourism Update – Consuelo Sanchez, Sports Development and Tourism
Manager – May and June Sports Activities Update
File Number DMO22-0113
Comm. Dist.
Recommendation Approve

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

- 11 Communications Update – Sage Gee, Marketing Coordinator – May
Communications Activities Report
File Number DMO22-0114
Comm. Dist.
Recommendation Presentation Only

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

- 12 Industry Relations Update – Gaby LaJeunesse, Industry Relations Coordinator –
May and June Industry Relations Activities Update
File Number DMO22-0115
Comm. Dist.
Recommendation Presentation Only

The item was not heard.

- 13 DMO Director's Update – Adam Thomas, DMO Director – Director's Update
File Number DMO22-0116
Comm. Dist.
Recommendation Presentation Only

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

Old Business

- 14 Marketing Matching Sponsorship Update – Destination Management
Organization – To Extend Eligibility to New Events
File Number DMO22-0117
Comm. Dist.
Recommendation Approve

The Council approved to amend the policy to strike the two year history requirement.

- 15 2022 Leadership Pasco Tourism Day Presentation – Captain Wendy Longman –
2022 Leadership Pasco Tourism Final Update
File Number DMO22-0118
Comm. Dist.
Recommendation Presentation Only

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

TDC MEMBER UPDATES

Mr. Riehle spoke regarding the team going to Reno for an event the following week which would be hosted at Saddlebrook the following year and the upcoming ReliaQuest Bowl.

Ms. DeFilippis noted they were steadily busy with tons of construction around her area and the hotel and guests that had come up from the Coldplay Concert as Tampa was very busy.

Ms. Longman expressed her appreciation to everyone and noted that she had won several awards during the month of May.

Mr. Burgess expressed his congratulations for all of the awards.

Adjournment

The meeting adjourned at 10:45 a.m.

Prepared by: Jessica L Popplewell, Records Clerk I, Board Records Division