

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING

ANNOTATED AGENDA

AUGUST 17, 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

Wendy Longman - Vice-Chairman
Windsong Charters

The Honorable Mike Peters - **ABSENT**
Deputy Mayor, City of New Port Richey

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

Robert Riehle
Saddlebrook Resort

Bobbi L. DeFilippis
SpringHill Suites Marriott Tampa

Mike Bishop
Director of Stakeholder Engagement for the Pasco EDC

Legal Staff:

Elizabeth Blair
Senior Assistant County Attorney

Staff:

Adam Thomas, DMO Director
Experience Florida's Sports Coast

Consuelo Sanchez
Tourism Program Manager

Maria Gabriela LaJeunesse
Industry Relations Coordinator

Kolby Gayson
Communications Manager

Kayla Getz, Sports Tourism Services
Marketing Coordinator & Project Coordinator

Sage Gee
Marketing Coordinator

Call To Order

Chairman Moore called the meeting to order at 10:01 a.m.

Invocation, Pledge of Allegiance

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

Roll Call

Ms. Legnini called the roll. All members were present with the exception of the Honorable Mike Peters who was absent.

Public Comment

There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - June 15th, 2022 TDC Meeting
File Number DMO22-0122
Comm. Dist.
Recommendation Approve

The Council approved the June 15, 2022 TDC Meeting Minutes.

Presentations

- 2 Event Announcement - Florida Sports Foundation - To Announce Pasco County as the Host Destination for the 2022, 2023, and 2024 Florida Senior Games
File Number DMO22-0123
Comm. Dist.
Recommendation Presentation Only

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

- 3 Marketing Matching Sponsorship Program - Various Event Organizers -
FY 2023 Applications – \$70,000.00
File Number DMO22-0124
Comm. Dist.
Recommendation Approve

The Council approved to fund the Dinos and Dragons Museum of Archeology, Paleontology, & Science for up to \$5,000 reimbursable based on marketing initiatives.

The Council approved to fund Chasco Fiesta for reimbursable up to \$20,000.

The Council approved to continue the review of the application for Premier Bike Fest to the September 21, 2022 Tourist Development Council meeting at 10:00 a.m. in Dade City.

The Council approved to fund Huboween for up to \$5,000 reimbursable with Ms. Longman abstaining from the vote due to a conflict of interest.

The Council approved to fund Kumquat Festival up to \$5,000 reimbursable.

The Council approved to fund Parrandón Fest for up to \$5,000 reimbursable on marketing.

The Council approved to fund Pigz in Z'Hills up to \$10,000.

The Council approved to fund Battle for Veterans for up to \$5,000.

The Council approved to receive and file documents from Mr. Cliff Moffett.

- 4 FY 2023 Budget Presentation - Destination Management Organization -
To Present the FY 2023 Draft Budget
File Number DMO22-0126
Comm. Dist.
Recommendation Presentation Only

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

- 5 Destination Operations System Report - Zartico - To Provide Visitation Analytics
File Number DMO22-0125
Comm. Dist.
Recommendation Presentation Only

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

Funding Requests

- 6 First Amendment to Advertising Sponsorship Agreement - Z Mitch LLC - Digital and On-site Advertisement at AdventHealth Center Ice - \$20,000.00
File Number DMO22-0127
Comm. Dist.
Recommendation Approve

The Council approved to extend the agreement with AdventHealth Center Ice.

- 7 Sports Event Funding Agreement - Eastern Exposure Hockey Group LLC - Paradise Puck Hockey Tournament - \$15,000.00
File Number DMO22-0128
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 8 Sports Event Funding Agreement - Florida PGF LLC - Fall Events - \$9,000.00
File Number DMO22-0129
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 9 Sports Event Funding Agreement - NSA West LLC - Autumn at Starkey Ranch and Batterball Turkeyfest - \$5,400.00
File Number DMO22-0130
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 10 Promotional Sponsorship Agreement - Colombian Wheelchair Rugby Federation - Florida's Sports Coast Promotions by the Colombian Wheelchair Rugby Federation - \$5,000.00
File Number DMO22-0131
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 11 Equipment Purchase Request - Destination Management Organization - To Purchase Soccer Goals for Sports Tourism Events - \$80,000.00
File Number DMO22-0132
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

New Business

- 12 Sports Tourism Update - Kayla Glazebrook, Sports Tourism Services & Project Coordinator - June- August Sports Activities Update
File Number DMO22-0133
Comm. Dist.
Recommendation Presentation Only

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

- 13 Communications Update - Adam Thomas, DMO Director - June and July Communications Activities Report
File Number DMO22-0134
Comm. Dist.
Recommendation Presentation Only

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

- 14 Industry Relations Update - Gaby LaJeunesse, Industry Relations Coordinator - June and July Industry Relations Activities Update
File Number DMO22-0135
Comm. Dist.
Recommendation Presentation Only

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

- 15 DMO Director's Update - Adam Thomas, DMO Director - Director's Update
File Number DMO22-0136
Comm. Dist.
Recommendation Presentation Only

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

Old Business

- 16 New Marketing Matching Sponsorship Agreement - Chasco Fiesta - To Reimburse Chasco Fiesta for Eligible Expenditures for the 2022 Chasco Fiesta - \$5,000.00
File Number DMO22-0137
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 17 Fiscal Year 2022 Q3 Treasurer's Report - Destination Management Organization - To Report Financial Report for the DMO from April 1 - June 30, 2022
File Number DMO22-0138
Comm. Dist.
Recommendation Presentation Only

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

Mr. Riehle spoke regarding an Able Trust meeting and Saddlebrook Resort renovations.

Mr. Bishop spoke regarding the upcoming EDC Annual Awards event.

Councilman Burgess congratulated Staff on their work securing the Florida Senior Games and the recently won awards. He offered use of a venue in Zephyrhills for events.

Ms. Longman spoke regarding scallop season, a former contact, a presentation at Leadership Pasco, and a promotional video for campgrounds.

Ms. DeFilippis spoke regarding growth in the County.

Adjournment

The meeting adjourned at 11:46 a.m.

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