

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING**

**ANNOTATED AGENDA**

**SEPTEMBER 21, 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 2<sup>ND</sup> FLOOR  
37918 MERIDIAN AVENUE, DADE CITY, FL 33525**

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The Honorable Mike Moore  
Chairman, BCC

Wendy Longman - Vice-Chairman  
Windsong Charters - **ABSENT**

The Honorable Mike Peters  
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

Shelly Bandy, Financial Coordinator

## **Call to Order**

Chairman Mike Moore called the meeting to order at 10:05 a.m.

## **Invocation, Pledge of Allegiance**

Ms. Allie Deichert, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

## **Roll Call**

Ms. Deichert called the roll. All members were present with the exception of Ms. Wendy Longman who was absent. Mr. Mike Bishop arrived to the meeting at 10:09 a.m.

## **Public Comment**

There was none.

## **Minutes - Tourism Development Council**

1. Minutes – Tourist Development Council – August 17, 2022 TDC meeting  
**File Number** DMO22-0147  
**Comm. Dist.**  
**Recommendation** Approve

**The Council approved** the August 17, 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 3 (April 1<sup>st</sup> – June 30<sup>th</sup>)  
**File Number** DMO22-0148  
**Comm. Dist.**  
**Recommendation** Presentation Only

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

3. Public Relations (PR) Report – Giant Noise – To Present Earned Media Value for Scallop Season FAM Tour and Other Media Efforts  
**File Number** DMO22-0149

**Comm. Dist.**  
**Recommendation** Presentation Only

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

4. Fiscal Year2023 Media Plan – Adam Thomas, DMO Director – To Present the Marketing and Promotional Plan for FY 2023  
**File Number** DMO22-0150  
**Comm. Dist.**  
**Recommendation** Presentation Only

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

**Funding Request**

5. Sports Event Funding Agreement – SuperSeries AAA LLC – NSH Hockey Cup Elite Prospects Hockey Cup Series - \$22,000.00  
**File Number** DMO22-0152  
**Comm. Dist.**  
**Recommendation** Approve

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

6. Sports Event Funding Agreement - Mad Cap Events, LLC - Savage Race Florida Fall 2022 - \$9,000.00  
**File Number** DMO22-0153  
**Comm. Dist.**  
**Recommendation** Approve

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

7. Sports Event Funding Agreement - Rush Soccer - Coastal ShootoutPremier Soccer Tournament Series and International Rush Soccer - \$22,000.00  
**File Number** DMO22-0154  
**Comm. Dist.**  
**Recommendation** Approve

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

8. Sports Event Funding Agreement - Figure Skating Club at USF – The South Florida Sunshine Classic Intercollegiate Figure Skating Championships - \$6,000.00

**File Number** DMO22-0155  
**Comm. Dist.**  
**Recommendation** Approve

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

9. Sports Event Funding Agreement - Preferred Athlete Scouting Services Inc. - Suncoast Challenge - \$3,000.00  
**File Number** DMO22-0156  
**Comm. Dist.**  
**Recommendation** Approve

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

### **New Business**

10. Sports Tourism Update - Kayla Glazebrook, Sports Tourism Services & Project Coordinator - August - September Sports Activities Update  
**File Number** DMO22-0157  
**Comm. Dist.**  
**Recommendation** Presentation Only

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

11. Communications Update - Adam Thomas, DMO Director – August Communications Activities Report  
**File Number** DMO22-0158  
**Comm. Dist.**  
**Recommendation** Presentation Only

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

12. Industry Relations Update - Gaby LaJeunesse, Industry Relations Coordinator - August - September Industry Relations Activities Update  
**File Number** DMO22-0159  
**Comm. Dist.**  
**Recommendation** Presentation Only

The item was not heard. No action was required.

13. DMO Director's Update - Adam Thomas, DMO Director - Director's Update  
**File Number** DMO22-0160

**Comm. Dist.**  
**Recommendation** Presentation Only

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

14. 2023 TDC Schedule - Destination Management Organization - Final Schedule for 2023 Tourist Development Council Meetings  
**File Number** DMO22-0161  
**Comm. Dist.**  
**Recommendation** Presentation Only

**The Council approved** the 2023 TDC meeting schedule

**Old Business**

15. Marketing Matching Sponsorship Agreement - Farrell Cares, Inc. – To Present Updated Funding Request for the 2022 Cotee River Bike Fest - \$20,000.00  
**File Number** DMO22-0162  
**Comm. Dist.**  
**Recommendation** Approve

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

Mr. Riehle spoke regarding the slow summer season they experienced at Saddlebrook Resort but used that time to make needed roof repairs to the conference center. He noted that the school year started with approximately 67 students.

Mr. Bishop spoke regarding the Annual Awards and thanked all that attended.

Councilman Burgess spoke regarding Phase 2 of the SVB Tennis Center and noted that they were able to secure the funds for the project. He hoped to make the room available as a multipurpose room for overflow as well.

Ms. DeFilippis stated that the hotels were busy during Labor Day weekend and sporting events within the County.

Councilman Peters spoke regarding the Gala at the Hacienda and that it was officially opened. He noted that the official ribbon cutting would be held in October and that the Covenant Suites would be open by next summer.

Chairman Moore spoke regarding the ribbon cutting for SVB for the new short- and long-term housing for their students.

## **Adjournment**

The meeting adjourned at 11:28 a.m.

Prepared by: Allie Deichert, Records Clerk I, Boards Records Division