

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

OCTOBER 19, 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**

The Honorable Mike Moore
Chairman, BCC

Wendy Longman - Vice-Chairman
Windsong Charters

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

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

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

Kayla Getz, Sports Tourism Services
Marketing Coordinator & Project Coordinator

Shelly Bandy, Financial Coordinator

Call to Order

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

Invocation, Pledge of Allegiance

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

Roll Call

Ms. Deichert called the roll. All members were present with the exception of Mr. Kenneth Burgess, Jr. who was absent.

Public Comment

There was none.

Presentations

1. Introduction of New Communications Team - Destination Management Organization - Jennifer O'Connor, Communications and Marketing Manager and Raul Nardi, Marketing Coordinator
File Number DMO23-0002
Comm. Dist.
Recommendation Approve

Mr. Adam Thomas introduced Ms. Jennifer O'Conner and Mr. Raul Nardi as the newest members of the Florida Sports Coast team.

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

Funding Requests

2. Sports Event Funding Agreement - Tampa Bay Christmas Invitational - ENG Sports Inc. - \$30,000.00
File Number DMO23-0003
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

3. Sports Event Funding Agreement - Special Teams University - Kyle Stelter - Special Teams U Pro Prep Camp -\$2,600.00
File Number DMO23-0004
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

4. Sports Event Funding Agreement - Tampa Bay Junior Hockey, Inc. - 2023 USPHL Tampa Bay Showcase - \$13,000.00
File Number DMO23-0005
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

5. Sports Event Funding Agreement - S & S Events, Inc.- 2023 Florida USA MLK Showcase - \$13,000.00
File Number DMO23-0006
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

6. Sports Event Funding Agreement - Enterprise Media LLC - Caliente Bare Dare 5K - \$5,000.00
File Number DMO23-0007
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

7. Group Meeting Incentive Program - Saddlebrook Resort and Spa - 66th Florida State Convention of Alcoholic Anonymous - \$3,000.00
File Number DMO23-0008
Comm. Dist.
Recommendation Approve

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

New Business

8. Sports Tourism Update - Kayla Glazebrook, Sports Tourism Services & Project Coordinator - September - October Sports Activities Update
File Number DMO23-0009
Comm. Dist.
Recommendation Presentation Only

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

9. Communications Update - Jennifer O'Connor - September Communications Activities Report
File Number DMO23-0010
Comm. Dist.
Recommendation Presentation Only

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

10. Industry Relations Update - Gaby LaJeunesse, Industry Relations Coordinator - September - October Industry Relations Activities Update
File Number DMO23-0011
Comm. Dist.
Recommendation Presentation Only

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

11. DMO Director's Update - Adam Thomas, DMO Director - Director's Update
File Number DMO23-0012
Comm. Dist.
Recommendation Presentation Only

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

Adjournment

Mr. Riehle spoke regarding the slow summer business months and was excited for things to pick up during the next couple months.

Mr. Bishop spoke regarding the Economic Forecast Luncheon in January of 2023.

Captain Longman spoke regarding the reintroduction of Sailing Charters, new boats, and the restart of fishing charters in January of 2023.

Deputy Mayor Peters spoke regarding the successful Bike Fest that was held in the City of New Port Richey.

Ms. DeFilippis spoke regarding the successful events in the County and the great guests in her hotels.

Chairman Moore spoke regarding the Sarah Vande Berg Tennis Center ribbon cutting ceremony.

The meeting adjourned at 10:37 a.m.

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