

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

NOVEMBER 16, 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**

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

Robert Riehle
Saddlebrook Resort

Bobbi L. DeFilippis - **ABSENT**
SpringHill Suites Marriott Tampa

Pascal Collar
CEO of Sarah Verde Berg Tennis &
Wellness Center

Rebecca Hayes
General Manager of the Residence
Inn Wesley Chapel

Mike Bishop - Director of Stakeholder Engagement for the Pasco EDC

Legal Staff:

Elizabeth Blair - Senior Assistant County Attorney

Staff:

Adam Thomas,
Tourism Director
Maria Gabriela LaJeunesse
Tourism Business Development Specialist
Kayla Glazebrook
Project Coordinator 3 Sports Tourism Services

Consuelo Sanchez
Assistant Tourism Director
Jennifer O'Conner
Tourism Marketing &
Communications Manager

Call To Order

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

Invocation, Pledge of Allegiance

Ms. Shannon Egbert, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Egbert called the roll. All members were present with the exception of Ms. DeFilippis who was absent.

Public Comment

There was none.

Minutes - Tourism Development Council

1. Minutes - Tourist Development Council - September 21st, 2022 TDC Meeting
File Number DMO23-0013
Comm. Dist.
Recommendation Approve

The Council approved the September 21, 2022 TDC meeting Minutes.

2. Minutes - Tourist Development Council - October 19th, 2022 TDC Meeting
File Number DMO23-0014
Comm. Dist.
Recommendation Approve

The Council approved the October 19, 2022 TDC meeting Minutes.

Presentations

3. Resident Opinion Study – Downs and St. Germain Research - To Explore Local Residents' Perceptions of Tourism in Pasco County

File Number DMO23-0015

Comm. Dist.

Recommendation Presentation Only

The item was tabled to a future TDC meeting.

4. Public Relations (PR) Update - Giant Noise - To Present a Report of PR Efforts in 2022 and Future PR Plans

File Number DMO23-0016

Comm. Dist.

Recommendation Presentation Only

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

Funding Requests

5. Sports Event Funding Agreement - Foster Volleyball Clinics, Inc. - 2023 New Years Classic - \$4,000.00

File Number DMO22-0017

Comm. Dist.

Recommendation Approve

The Council approved Staff's recommendation.

6. Sports Event Funding Agreement - U.S. Amateur Basketball, LLC - Hoopseen Florida Cup I and Conrad P. Foss Memorial Tournament- \$13,000.00

File Number DMO22-0018

Comm. Dist.

Recommendation Approve

The Council approved Staff's recommendation.

New Business

7. Sports Tourism Update - October and November Sports Activities Update

File Number DMO22-0019

Comm. Dist.

Recommendation Presentation Only

The item was not heard.

8. Communications Update - October Communications Activities Report

File Number DMO22-0020

Comm. Dist.

Recommendation Presentation Only

The item was not heard.

9. Industry Relations Update - October and November Industry Relations Activities Update

File Number DMO22-0021

Comm. Dist.

Recommendation Presentation Only

The item was not heard.

10. DMO Directors Update - Adam Thomas, DMO Director - Directors Update

File Number DMO22-0023

Comm. Dist.

Recommendation Presentation Only

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

11. Recognition to TDC Chairman Mike Moore

File Number DMO22-0024

Comm. Dist.

Recommendation No Action Required

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

Old Business

Mr. Riehle thanked Chairman Moore for being a great Public Servant to Pasco County and spoke regarding future Saddlebrook events.

Mr. Bishop congratulated Chairman Moore on a great tenure and that he would be missed.

Councilman Burgess gave thanks to Chairman Moore for all his support over the years and his service.

Ms. Longman thanked Chairman Moore and spoke regarding new partnerships she had made.

Deputy Mayor Peters thanked Chairman Moore for his leadership and spoke regarding new openings in Downtown New Port Richey.

Mr. Collard spoke regarding the new Sarah Varde Berg Tennis Facility and thanked Chairman Moore for his participation.

Ms. Hayes spoke regarding the progression of Pasco County and the benefits of her property being next to Wiregrass Ranch.

Adjournment

The meeting was adjourned at 10:43 a.m.

Prepared by: Kaylee Woods, Records Clerk I, Board Records Division