

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

JANUARY 18, 2023

**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 Jack Mariano
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
SpringHill Suites Marriott Tampa

Pascal Collard
CEO of Sarah Vande Berg Tennis and
Wellness Center

Rebecca Hayes
General Manager
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
Consuelo Sanchez, Assistant Tourism Director
Maria Gabriela LaJeunesse, Tourism Business Development Specialist
Jennifer O'Conner, Tourism Marketing & Communications Manager
Kayla Glazebrook, Project Coordinator III, Sports Tourism Services
Shelly Bandy, Project Specialist Financial Coordinator
Raul Nardi, Marketing Coordinator

Call To Order

Chairman Mariano 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.

Public Comment

There was none.

Welcome to Commissioner Jack Mariano, New TDC Chairman

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

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - November 16th, 2022 TDC Meeting
File Number DMO23-0032
Comm. Dist.
Recommendation Approve

The Council approved the November 16, 2022 TDC meeting minutes.

Presentations

- 2 Florida Sunshine Law, Ethics, and Public Records Presentation – Elizabeth Blair, Esq. - To Present the Summary of Ethics, Sunshine Law, and Public Records Requirements for Advisory Boards
File Number DMO23-0033
Comm. Dist.
Recommendation Presentation Only

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

- 3 Resident Opinion Study – Downs and St. Germain Research - To Explore Local Residents' Perceptions of Tourism in Pasco County
File Number DMO23-0034
Comm. Dist.
Recommendation Presentation Only

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

- 4 Economic Impact and Visitor Tracking Report – Downs and St. Germain Research -To Provide Economic Impact of Tourism and Visitors Profile from Fiscal Year 2022
File Number DMO23-0035
Comm. Dist.
Recommendation Presentation Only

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

Funding Requests

- 5 Sports Event Funding Agreement - Statewide Amateur Hockey of Florida, Inc. - 2023 SAHOF State Championships and 2023 USA Hockey Southeastern District Championships - \$12,500.00
File Number DMO23-0036
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 6 Sports Event Funding Agreement - Lightning City Gymnastics, Inc. - 2023 Charity Challenge Cup - \$2,500.00
File Number DMO23-0037
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 7 Sports Event Funding Agreement - Gran Fondo National Series, LLC - 2023 Gran Fondo Florida - \$5,200.00
File Number DMO23-0038
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 8 Sports Event Sponsorship Agreement - Preferred Athletes Scouting Services Inc. - Southern Jam - \$4,800.00
File Number DMO23-0039
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

New Business

- 9 Sports Tourism Update - December and January Sports Activities Update
File Number DMO23-0040
Comm. Dist.
Recommendation Presentation Only

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

- 10 Communications Update - December Communications Activities Report
File Number DMO23-0041
Comm. Dist.
Recommendation Presentation Only

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

- 11 Industry Relations Update - December Industry Relations Activities Update
File Number DMO23-0042
Comm. Dist.
Recommendation Presentation Only

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

- 12 DMO Directors Update - Adam Thomas, DMO Director - Directors Update
File Number DMO23-0043
Comm. Dist.
Recommendation Presentation Only

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

- 13 Legislative Update - Destination Management Organization - 2022 Legislative Session
File Number DMO23-0044
Comm. Dist.
Recommendation Presentation Only

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

Old Business

- 14 FY 2022 Q4 Treasurer's Report - Destination Management Organization - To Report Financials Reports from July 1, 2022 to September 30, 2022
File Number DMO23-0045
Comm. Dist.
Recommendation Presentation Only

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

- 15 March TDC Meeting - Destination Management Organization - To Request Change of Date of the March TDC Meeting
File Number DMO23-0046
Comm. Dist.
Recommendation

The Council approved to move the March 22, 2023 Tourist Development Council meeting to March 15, 2023.

Chairman Mariano noted that if Saddlebrook did want to do the Tunnel to Towers Event that a family friendly event would be good. He requested for Mr. Thomas to do a presentation on Sun West Park to show the potential out there.

Ms. Longman explained that in the past at the end of the meetings she enjoyed letting each of the members share what was going on with everyone's business and wondered if everyone would want to continue doing so.

Mr. Collard spoke regarding an upcoming USTA 25k Women's Event and a 25k Men's Event to be held at Saddlebrook and that they were working hard to add more sports.

Mr. Riehle spoke regarding the upcoming USTA Pro-Circuit Events and the Australian Open that was currently going.

Mr. Bishop spoke regarding their Annual Economic Forecast Luncheon at Heritage Springs and noted key speakers. He noted there were other events coming up in the spring however he would speak on them at a future meeting.

Councilman Burgess spoke regarding the recent BBQ and Blues Event and that he would be attending a meeting later in the day regarding the results of the event. He spoke regarding how when he wore his hat at a recent event, he was asked questions and that the marketing worked.

Ms. Longman explained that when she had recently visited other counties, she was often told how Pasco had the best Scalloping Season and looked forward to visiting the newly revitalized New Port Richey. She noted that there was a public meeting the following day in New Port Richey to change the zoning for the Magnuson from a hotel to a multi-dwelling building and that where Windsong was they were going to be building a boutique hotel.

Deputy Mayor Peters spoke regarding their regular redevelopment meeting, that two new dining establishments would be opening their doors in the next 90 days, the Dragons and Dinos event that was still ongoing, an upcoming rezoning project, and the Chasco.

Discussion was held regarding the rezoning project.

Ms. DeFilippis noted they were very busy with the youth sports, that the corporate market was coming back in full force as well as leisure and travel, they were still seeing people move into the area, and they were excited about what was to come.

Ms. Hayes noted they were very busy as well being next to Wiregrass Ranch Complex and with AdventHealth Hockey Events, that they were full almost every weekend, and people moving into the area.

Mr. Thomas noted they were working on a save-the-date flyer for their Annual Tourism Awards and Celebrations Banquet to be held on May 4th. He explained the location was currently at the Wiregrass Ranch Sports Campus of Pasco County, but it could potentially change.

Chairman Mariano spoke to Mr. Thomas regarding a potential Tourism Day they had previously discussed and suggested looking at Sun West Park for the event.

Adjournment

The meeting adjourned at 12:14 p.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
JANUARY 18, 2023

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