

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

FEBRUARY 15, 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.

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM, 1ST FLOOR
8731 CITIZENS DRIVE, NEW PORT RICHEY, FL 34654**

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, Sports Tourism Services
Shelly Bandy, Project Specialist Financial Coordinator
Raul Nardi, Marketing Coordinator

Call To Order

Chairman Mariano called the meeting to order at 10:02 a.m.

Invocation, Pledge of Allegiance

Ms. Jessica Popplewell, Deputy Clerk, led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Popplewell called the roll. All members were present.

Public Comment

There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - January 18th, 2023 TDC Meeting
- Minutes Will Be Presented at the March TDC Meeting
File Number DMO23-0050
Comm. Dist.
Recommendation Presentation Only

The minutes would be presented at the March Tourist Development Council meeting.

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

Funding Requests

- 2 Funding Request for Multipurpose Fields Maintenance - Parks, Recreation and Natural Resources - To Provide Additional Funding to Enhance the Quality of Multipurpose Fields for Tourism Events - \$40,000.00
 File Number DMO23-0051
 Comm. Dist.
 Recommendation Approve

The Council approved the item per Staff's recommendation.

MR. COLLARD LEFT THE MEETING AT 10:20 A.M. AND DID NOT RETURN.

- 3 Sports Event Funding Agreement - Ingram's Okinawan Karate, LLC - AAU West Coast Karate Championships - \$1,200.00
 File Number DMO23-0052
 Comm. Dist.
 Recommendation Approve

The Council approved the item per Staff's recommendation with Mr. Collard absent from the vote.

- 4 Sports Event Funding Agreement - SUTS Report LLC - 2023 Sunshine State Showdown - \$16,000.00
 File Number DMO23-0053
 Comm. Dist.
 Recommendation Approve

The Council approved the item per Staff's recommendation with Ms. Hayes and Mr. Riehle abstaining from the vote due to a conflict of interest and with Mr. Collard absent from the vote.

- 5 Sports Event Funding Agreement - NSA West LLC -Spring is Here - \$3,000.00
 File Number DMO23-0054
 Comm. Dist.
 Recommendation Approve

The Council approved the item per Staff's recommendation with Mr. Collard absent from the vote.

- 6 Sports Event Funding Agreement - West Pasco Youth Soccer Association, Inc. - 2023 Florida Premier Spring Showcase - \$11,000.00
File Number DMO23-0055
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation with Ms. Hayes abstaining from the vote due to a conflict of interest and with Mr. Collard absent from the vote.

- 7 Sports Event Sponsorship Agreement - Tennis Pro Florida LLC - \$25,000
ITF Women's World Tennis Tour Tournament - \$10,000.00
File Number DMO23-0056
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation with Mr. Collard absent from the vote.

- 8 Sports Event Sponsorship Agreement - FIP Rise Pasco 2023 - U.S. Padel Association / Tennis Pro Florida LLC - \$10,000.00
File Number DMO23-0057
Comm. Dist.
Recommendation Approve

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

New Business

- 9 Sports Tourism Update - January and February Sports Activities Update
File Number DMO23-0058
Comm. Dist.
Recommendation Presentation Only

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

- 10 Communications Update - January Communications Activities Report
File Number DMO23-0059
Comm. Dist.
Recommendation Presentation Only

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

- 11 Industry Relations Update - January Industry Relations Activities Update
File Number DMO23-0060
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 DMO23-0061
Comm. Dist.
Recommendation Presentation Only

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

- 13 Legislative Update - Destination Management Organization - 2023
Legislative Session
File Number DMO23-0062
Comm. Dist.
Recommendation Presentation Only

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

Old Business

- 14 FY 2023 Q1 Treasurer's Report - Destination Management Organization -
To Report Financials Reports from October 1, 2022 to December 31, 2022
File Number DMO23-0063
Comm. Dist.
Recommendation Presentation Only

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

- 15 New Marketing Matching Sponsorship Agreement - Zephyrhills Museum of Military History, Inc. - To Reimburse Zephyrhills Museum of Military History, Inc for Eligible Expenditures for the Zephyrhills Battle for Veterans
File Number DMO23-0064
Comm. Dist.
Recommendation Other

The Council approved to enter into a new agreement with the Zephyrhills Museum for their November Event with Mr. Collard absent from the vote.

The Council approved to increase the deadline to 75 days with Mr. Collard absent from the vote.

- 16 March TDC Meeting - Destination Management Organization - To Request Change of Date of the March TDC Meeting
File Number DMO23-0065
Comm. Dist.
Recommendation Approve

The Council approved to move the March 15, 2023, Tourist Development Council meeting to March 14, 2023, with Mr. Collard absent from the vote.

Ms. Hayes expressed her excitement about the PopStroke Ribbon Cutting. She explained that BayCare Hospital was also doing tours the same day so she would possibly be late to the Ribbon Cutting. She was looking forward to all of the tournaments coming in. She also proposed a Happy Hour at the Skybox one evening in March.

Ms. DeFilippis noted they were very busy the past weekend with hockey in-house as well as a lot of weddings going on. She noted February and March was looking beautiful.

Mr. Peters expressed his appreciation the Hacienda ad that had been printed in a Bridal Magazine. He spoke regarding the upcoming Chasco Fiesta Event that would be held March 24, 2023, through April 1, 2023, and that the street parade would be March 25, 2023, and that the boat parade would be April 1, 2023 on the Pithlachascotee River.

Ms. Longman discussed the bad weather and getting into season. She noted the February 16, 2023, Leadership Pasco Tourism Day and expressed her hopefulness to win the title of Best Program Day. She continued to discuss the Safe Boating law, working with lobbyists on the law, and explained the law.

Discussion was held regarding what they had planned for Leadership Pasco Tourism Day and the Bill.

Mr. Burgess noted the discussion of the Bill, his appreciation of the Staff and their efforts, he acknowledged New Port Richey and Mr. Peters for the meeting they had at the Hacienda which turned out really well, and the Zephyrhills Founders Day Event and the night parade.

Mr. Bishop discussed the Grow Pasco event, the NetFest event, and acknowledged his appreciation for Florida Sports Coast for being a sponsor and a great partner.

Mr. Riehle spoke regarding paddleball, the addition of pickleball courts, and expressed his excitement for PopStroke.

Discussion was held regarding PopStroke and the attendees, along with upcoming events.

Adjournment

The meeting was adjourned at 11:35 a.m.

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