

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

MARCH 14, 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 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
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. 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.

Public Comment

There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - January 18th, 2023 TDC Meeting
File Number DMO23-0070
Comm. Dist.
Recommendation Approve

The Council approved the January 18, 2023 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 for Fiscal Year 2023 Quarter 1 (October 1st - December 31st)
 File Number DMO23-0072
 Comm. Dist.
 Recommendation Presentation Only

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

- 3 Destination Development Strategy Kick-Off - Destination Consultancy Group LLC - Advisory Services to Facilitate and Prepare Florida's Sports Coast's Destination Development Strategy
 File Number DMO23-0073
 Comm. Dist.
 Recommendation Presentation Only

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

Funding Requests

- 4 Title Partner Sponsorship and Venue Host Agreement – Tampa Bay Pro Combine Inc. – Tampa Bay Pro Combine – \$50,000.00
 File Number DMO23-0074
 Comm. Dist.
 Recommendation Approve

The Council approved the item per Staff's recommendation.

- 5 Sports Event Funding Agreement - Elite Sports Events Inc - Florida AAU Basketball-Boys Gladiator Games 2 - \$8,500.00
 File Number DMO23-0075
 Comm. Dist.
 Recommendation Approve

The Council approved the item and to include the revision to the funding amount up to \$9,000.00 based upon performance with Ms. Hayes abstaining from the vote due to a conflict of interest.

- 6 Sports Event Funding Agreement - ENG Sports Inc - 2023 Candice Dupree
Invitational - \$10,000.00
File Number DMO23-0076
Comm. Dist.
Recommendation Approve

The Council approved the item per and to include the revision to the funding amount up to \$11,200.00 with Ms. Hayes and Ms. DeFilippis abstaining from the vote due to a conflict of interest.

- 7 Group Meeting Incentive Program - Saddlebrook Resort and Spa - Rotary
International District 6950 Conference - \$2,000.00
File Number DMO23-0077
Comm. Dist.
Recommendation Approve

The Council approved the revision to the TDC policy in regard to the rebate from \$5.00 to \$12.00 with Mr. Riehle abstaining from the vote due to a conflict of interest.

The Council approved the item and to include the revision to the funding amount up to \$4,500.00 with Mr. Riehle abstaining from the vote due to a conflict of interest.

New Business

- 8 Sports Tourism Update - March Sports Activities Update
File Number DMO23-0078
Comm. Dist.
Recommendation Presentation Only

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

- 9 Communications Update - February Communications Activities Report
File Number DMO23-0079
Comm. Dist.
Recommendation Presentation Only

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

- 10 Industry Relations Update - February Industry Relations Activities Update
File Number DMO23-0080
Comm. Dist.
Recommendation Presentation Only

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

- 11 DMO Directors Update - Adam Thomas, DMO Director - Directors Update
File Number DMO23-0081
Comm. Dist.
Recommendation Presentation Only

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

- 12 Legislative Update - Destination Management Organization - 2023 Legislative Session
File Number DMO23-0082
Comm. Dist.
Recommendation Presentation Only

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

Old Business

- 13 Leadership Pasco Tourism Day Presentation - Leadership Pasco - To Present Survey Results from Attendees
File Number DMO23-0083
Comm. Dist.
Recommendation Presentation Only

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

Ms. Hayes noted her business was picking up due to Spring Break.

Ms. DeFilippis agreed with Ms. Hayes regarding how busy business was due to Spring Break and mentioned a conversation with a family who visited Epperson Lagoon.

Deputy Mayor Peters spoke about a great ad for the Kumquat Festival and mentioned the Loquat Festival would be held on the weekend of March 18, 2023. He explained that Chasco would begin on March 25th with concerts each night and multiple events in

Downtown New Port Richey. He spoke regarding a newspaper article published on March 14, 2023 with a TDC announcement in regard to the scalloping season.

Ms. Longman explained how busy Spring Break was and discussed SB 606 which was signed into law on January 1, 2023, regarding the boat rental industry. She was working with a lobbyist on HB 261 and explained the laws on boat rentals.

Councilman Burgess spoke regarding the Music and Motorcycles event that would be held on April 15, 2023, in Downtown Zephyrhills.

Mr. Bishop spoke regarding the NetFest event scheduled on March 30, 2023, held at the Tampa Bay Sporting Clays event.

Mr. Riehle noted the busy time during Spring Break and spoke regarding the Tennis and Golf Games and an upcoming Annual Holiday Easter Buffet.

Mr. Collard spoke regarding the PPL League, a Swedish company installing a portable court, soccer players, actors, and ex-tennis players who would be in attendance, and the size of Padel courts.

Chairman Mariano expressed his appreciation for all the research that was done and concluded it was a great meeting.

Adjournment

The meeting adjourned at 12:32 p.m.

Prepared by: Kayla Zine, Records Clerk I, Board Records Division