

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

APRIL 19, 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, FLORIDA 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 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. Kaylee Woods, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

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

Public Comment

There was none.

Funding Requests

- 1 Sports Event Sponsorship Agreement - Pro Padel League Operations, Inc. - Pro Padel League Inaugural Season - \$80,000.00
File Number DMO23-0084
Comm. Dist.
Recommendation Approve

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

- 2 Sports Event Funding Agreement - Z Mitch LLC - AdventHealth Center Ice Summer Events - \$26,988.00
File Number DMO23-0085
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 3 Sports Event Funding Agreement - Florida Sports Foundation, Incorporated - Sunshine State Games Track & Field Championships - \$2,292.00
File Number DMO23-0086
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 4 Marketing Sponsorship Agreement – Tennis Pro Florida LLC – FSC Brand Promotions at SVB Tennis Center – \$15,000.00
File Number DMO23-0087
Comm. Dist.
Recommendation Approve

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

New Business

- 5 DMO Updates - Destination Management Organization - To Provide Sports, Communications, Industry Relations, and DMO Director's Updates
File Number DMO23-0088
Comm. Dist.
Recommendation Presentation Only

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

- 6 Legislative Update - Destination Management Organization - 2023 Legislative Session
File Number DMO23-0089
Comm. Dist.
Recommendation Presentation Only

The Council approved to submit a letter to the Senate stating their opposition to the TDT expansion of House Bill 7053.

Old Business

- 7 Destination Development Strategy Workshop - Destination Consultancy Group LLC - To Open Space for TDC Members to Participate in the Preparation of the Destination Development Strategy
File Number DMO23-0090
Comm. Dist.
Recommendation Presentation Only

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

Adjournment

The meeting adjourned at 12:13 p.m.

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