

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING

ANNOTATED AGENDA

JUNE 13, 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 - **Absent**

Wendy Longman – Vice- Chairman
Windsong Charters - **Absent**

The Honorable Mike Peters
Councilman
City of New Port Richey

The Honorable Kenneth M. Burgess., Jr.
Councilman
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 - 10:00 a.m. Chairman

Acting-Chairman Burgess called the meeting to order at 10:04 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 with the exception of Chairman Mariano and Ms. Longman who were absent.

Public Comment

There was none.

Minutes - Tourism Development Council

There was none.

Presentations

- 1 Economic Impact and Visitor Tracking Report – Downs and St. Germain Research - To Provide Economic Impact of Tourism and Visitors Profile Information for Fiscal Year 2023 Quarter 2 (January 1st - March 31st)
File Number DMO23-0116
Comm. Dist.
Recommendation Approve

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

Funding Requests

- 2 Sports Event Funding Agreement - West Pasco Girls Fast Pitch Softball Association, Inc. - 2023 Dixie Softball State Tournament - \$11,940.00
File Number DMO23-0117
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 3 Sports Event Sponsorship Agreement - Elite Fighting Entertainment LLC - EFC Boxing: EFC4 - \$10,000.00
File Number DMO23-0118
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 4 Sports Event Funding Agreement -Tournament of Champions, Inc. - 2023 Nike TOC Southeast Invitational - \$9,684.00
File Number DMO23-0119
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 5 Sports Event Funding Agreement – Orlando Youth Hockey Association, Inc. – 2023 Barn Burner Hockey Tournament and 2024 Mid-Florida Meltdown Hockey Tournaments – \$21,432.00
File Number DMO23-0120
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 6 Sports Event Funding Agreement - Lightning City Gymnastics, Inc. - 2023 Aloha Invitational/NAWGJ Judges Cup and 2023 Charity Challenge Invitate - \$2,784.00
File Number DMO23-0121
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.

- 7 Promotional Sponsorship Agreement - Tennis Pro Florida LLC - Florida's Sports Coast Promotions by The HayaBusa Team (Indoor and Outdoor Skydive World Champion) - \$10,000.00
File Number DMO23-0122
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.

- 8 Group Meeting Incentive Program - Saddlebrook Resort and Spa - 66th Florida State Convention of Alcoholic Anonymous - \$7,000.00
File Number DMO23-0123
Comm. Dist.
Recommendation Approve

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

New Business

- 9 Sports Tourism Update - Kayla Glazebrook, Sports Tourism Services & Project Coordinator - June Sports Tourism Update
File Number DMO23-0124
Comm. Dist.
Recommendation Presentation Only

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

- 10 Communications Update - Jennifer O'Connor, Marketing & Communications Manager - May Communications Activities Report
File Number DMO23-0125
Comm. Dist.
Recommendation Presentation Only

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

- 11 Industry Relations Update - Gaby LaJeunesse, Tourism Business Development Specialist - May - June Industry Relations Activities Update
File Number DMO23-0126
Comm. Dist.
Recommendation Presentation Only

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

- 12 DMO Director's Update - Adam Thomas, DMO Director - Director's Update
File Number DMO23-0127
Comm. Dist.
Recommendation Presentation Only

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

- 13 Fiscal Year (FY) 2024 Draft Budget - Adam Thomas, CDME - To Present the Destination Management Organization's FY 2024 Draft Budget
File Number DMO23-0128
Comm. Dist.
Recommendation Presentation Only

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

Old Business

- 14 Wiregrass Ranch Sports Campus of Pasco County Update - Adam Thomas, DMO Director - Update about Mediated Settlement and Mediated Agreement and Release with RADDSports
File Number DMO23-0129
Comm. Dist.
Recommendation Presentation Only

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

Acting-Chairman Burgess confirmed the next meeting date would be August 16, 2023.

Mr. Riehle spoke regarding an upcoming event at Saddlebrook he was excited about and expressed his appreciation to the team for their efforts. He shared that for the first time ever, Saddlebrook was offering an academic only option to their school. He explained they always had golf and tennis as the primary reason and now it would become a private school option in the area. He spoke regarding Mr. Karl Vilips, a previous student from their school, a brief overview of his history, and that he would be playing in the U.S. Open the upcoming weekend.

Mr. Bishop expressed his appreciation to Mr. Thomas for his participation in their Talent Attraction Task Force. He explained they were actively working on a strategy for talent attraction in their new Strategic Plan and would continue to collaborate with Florida Sport's Coast. He spoke regarding their upcoming Annual Awards Event to be held in Wesley Chapel on September 7th.

Mr. Peters joked he looked forward to Mr. Thomas as an undercard for an upcoming event. He introduced Mr. Rod Kirk, City of New Port Richey Economic Development Director, to the Council and spoke regarding the recent Comfort Inn and Suites Ribbon Cutting event they had attended and noted that it could potentially work well for some of the teams coming into the Starkey Ranch Park.

Mr. Thomas expressed his appreciation for the two page spread on the Hacienda in their upcoming Destination Guide.

Mr. Peters noted he did not know about the spread personally however he said you're welcome on behalf of the City. He also noted that the developer that had built a recent hotel had other plans in the area.

Mr. Collard spoke regarding the recent Padel sporting events from the last few weeks, that they were trying to build a panoramic court which would be needed for international events, recent and expected growth of the sport, people that had been visiting the Sarah Vande Berg Tennis and Wellness Center, and the impact of social media influencers.

Ms. DeFilippis noted they were kind of quiet as it was the slow season however they were gearing up for hockey families in the next few weeks.

Ms. Hayes noted they were also doing well even though it was slow the last few months, upcoming tournaments and events, and appreciation to Staff for their efforts.

Mr. Thomas asked Ms. Hayes if they had recently won some awards.

Ms. DeFilippis and Ms. Hayes confirmed they had both recently won the Silver Elite Award which meant they were in the top twenty percent of their brand.

Ms. Consuelo noted that she had recently met with Ms. Lisa Moore, Hilton Garden Inn, who had also recently won an award from Hilton.

Mr. Burgess gave a shout out to Mr. Collard and the Sarah Vande Berg Tennis and Wellness Center for the recent Padel Tournament. He expressed his appreciation to the Council for their questions and comments during the meeting, to Staff for thinking outside of the box, and for everyone's efforts while working with him while he ran the meeting.

Adjournment

The meeting adjourned at 11:59 p.m.

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