

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

MAY 17, 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. 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 with Ms. Longman attending the meeting virtually.

Public Comment

There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - February 15th, 2023 TDC Meeting
File Number DMO23-0104
Comm. Dist.
Recommendation Approve

The Council approved the February 15, 2023 TDC meeting Minutes.

- 2 Minutes - Tourist Development Council - March 14th, 2023 TDC Meeting
File Number DMO23-0105
Comm. Dist.
Recommendation Approve

The Council approved the March 14, 2023 TDC meeting Minutes.

Presentations

- 3 Media Performance Report - Madden Media - January - March 2023 Report
 File Number DMO23-0106
 Comm. Dist.
 Recommendation Presentation Only

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

- 4 Marketing Matching Sponsorship Program (MMSP) Update– Destination Management Organization – To Allow Event Organizers to Be Eligible to Apply and Receive Funding from the MMSP for Multiple Events
 File Number DMO23-0107
 Comm. Dist.
 Recommendation Approve

The Council approved the item per Staff's recommendation.

Funding Requests

- 5 Sports Event Funding Agreement - Bay Area Basketball Inc. - Tournament of Legends - \$6,084.00
 File Number DMO23-0108
 Comm. Dist.
 Recommendation Approve

The Council approved the item per Staff's recommendation.

- 6 Sports Event Funding Agreement - Taylored Sports Management Group, LLC - USSSA Basketball National Championship - \$13,596.00
 File Number DMO23-0109
 Comm. Dist.
 Recommendation Approve

The Council approved the item per Staff's recommendation.

- 7 Funding Request for Sand Beach Volleyball Courts – Parks, Recreation and Natural Resources – To Provide Funding to Purchase Equipment for Sunwest Park for Tourism Events – \$100,000.00
 File Number DMO23-0110
 Comm. Dist.
 Recommendation Approve

The Council approved the item with the funding request up to the maximum number of Beach Volleyball courts.

New Business

- 8 DMO Updates - Destination Management Organization - To Provide Sports, Communications, Industry Relations, and DMO Director's Updates
File Number DMO23-0111
Comm. Dist.
Recommendation Presentation Only

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

Old Business

- 9 Legislative Update - Destination Management Organization - 2023 Legislative End-of-Session Summary
File Number DMO23-0112
Comm. Dist.
Recommendation Presentation only

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

- 10 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 DMO23-0113
Comm. Dist.
Recommendation Presentation Only

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

Discussion was held regarding rescheduling the following TDC meeting.

The Council approved to reschedule the upcoming TDC meeting to June 13, 2023 at 10:00 a.m. in New Port Richey.

Ms. Hayes announced that she went to a conference for Marriot and had won the Silver Circle Award for the top 20 percent of the residents in the State of Florida.

Ms. DeFilippis noted they were doing good and was looking forward to the Memorial Day weekend hockey tournament.

Mr. Bishop noted that everything was going easy.

Deputy Mayor Peters gave a shoutout to the Administration and Staff for the work they put in for the tourism banquet and that they maximized the space where they hosted the banquet.

Mr. Thomas thanked Deputy Mayor Peters for his positive remarks. He noted that they were looking to expand the event and that they could not have done the event without their local sponsors.

Chairman Mariano suggested to look for a bigger location to host the next tourism event and noted that the banquet was fantastic. He spoke regarding the guest speaker Mr. Ronde Barber and suggested holding an event for coaches.

Councilman Burgess noted that Staff did a great job on highlighting the tourism attractions Countywide. He spoke regarding a recognition of a past coach's event held at Saddlebrook that had a great turnout, recognized the entertainment topic, and noted that Mr. Collard had a famous guest at one of his events.

Mr. Collard spoke regarding an event that Daddy Yankee attended and that he participated and integrated very well at the event.

Discussion was held regarding Daddy Yankee and his fame.

Mr. Riehle thanked Staff for the dinner at the banquet and suggested getting together to find a bigger venue for the next banquet.

Chairman Mariano thanked everyone in the Tourist Development Council.

Adjournment

The meeting adjourned at 12:16 p.m.

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