

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

AUGUST 16, 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
Councilman, City of New Port Richey

The Honorable Kenneth M. Burgess, Jr.
Council President, City of Zephyrhills

Robert Riehle - **ABSENT**
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 - 10:00 a.m. Chairman

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

Invocation, Pledge of Allegiance

Ms. Meaghan Legnini, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Legnini called the roll. All members were present with the exception of Mr. Robert Riehle who was absent.

Public Comment

Chairman Mariano called for public comment.

Ms. Anissa Reveron, Executive Director of Chasco Fiesta, and Mr. Peter Altman, Treasurer of Chasco Fiesta, presented the Florida Sports Coast and the Tourism Development Council with the Gold Medal Sponsorship Award. She noted her appreciation and her hopes to work with them in the future.

Chairman Mariano asked whether the award was for this year or last year.

Ms. Reveron stated it was for 2023. She spoke regarding the significance of the Painted Ponies and noted the particular one presented was named Bear Medicine.

Chairman Mariano spoke regarding the importance of the Chasco Fiesta event in Pasco County and their continued sponsorship of the event.

Councilman Peters spoke regarding the Chasco Fiesta event, how well prepared their materials for reimbursement were, and his appreciation for their hard work.

Chairman Mariano spoke regarding a past Chasco Fiesta event.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - April 19th, 2023 TDC Meeting
File Number DMO23-0136
Comm. Dist.
Recommendation Approve

The Council approved the April 19, 2023 TDC meeting Minutes.

- 2 Minutes - Tourist Development Council - May 17th, 2023 TDC Meeting
File Number DMO23-0137
Comm. Dist.
Recommendation Approve

The Council approved the May 17, 2023 TDC meeting Minutes.

Presentations

Funding Requests

- 3 Marketing Matching Sponsorship Program - Various Event Organizers –
FY 2024 Applications – \$73,000.00
File Number DMO23-0138
Comm. Dist.
Recommendation Approve

The Council approved to fund the Gardening 365 Festival & Plant Sale for up to \$2,500.00.

The Council approved to fund the Cotee River Bike Fest for up to \$20,000.00.

The Council approved to fund the Monufest for up to \$2,500.00.

The Council approved to fund the Wesley Chapel Fall Festival for up to \$5,000.00.

The Council approved to fund the Parrandón Fest for up to \$5,000.00.

The Council approved to fund the Pigz in Z'hills for up to \$5,500.00.

The Council approved to fund the Pasco Blues Festival for up to \$5,000.00.

The Council approved to fund the SunWest Crab and Shrimp Festival for up to \$5,000.00.

The Council approved to fund the Saint Leo Alumni Weekend for up to \$5,000.00.

The Council approved to fund the Chasco Fiesta for up to \$20,000.00.

- 4 Funding Request from the Miscellaneous/Special Projects – Destination Management Organization - To Purchase Floor Covering and Storage Racks for the Wiregrass Ranch Sports Campus of Pasco County – \$300,000.00
 File Number DMO23-0139
 Comm. Dist.
 Recommendation Approve

MR. BISHOP LEFT THE MEETING AT 11:31 A.M. AND DID NOT RETURN.

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

- 5 Request to Pursue a Bond to be Secured by Tourist Development Tax Revenue - Destination Management Organization - To Request a Loan to Complete the Design, Permitting, Construction, and Equipping of Sports Fields and Other Improvements at the Wiregrass Ranch Sports Campus of Pasco County - \$12,000,000.00
 File Number DMO23-0140
 Comm. Dist.
 Recommendation Approve

The Council approved to table the item with the submitting the agenda item to come back with a list of questions with Mr. Bishop absent from the vote.

- 6 Presenting Partner Sponsorship and Host Community Agreement – Wounded Warrior Abilities Ranch Corp – 2024 and 2025 Wheelchair Rugby National Championships – \$60,000.00
 File Number DMO23-0141
 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 Mr. Bishop absent from the vote.

- 7 Presenting Title Sponsorship and Venue Host Agreement – The Philadelphia Suns Incorporated – The North American Chinese Basketball Association 42nd Annual Chinese Invitational Basketball – \$25,000.00
File Number DMO23-0142
Comm. Dist.
Recommendation Approve

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

New Business

- 8 DMO Updates - Destination Management Organization - To Provide Sports, Communications, Industry Relations, and DMO Director's Updates
File Number DMO23-0143
Comm. Dist.
Recommendation Presentation Only

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

Old Business

- 9 Destination Development Strategy Update - Destination Consultancy Group LLC - To Provide an Update of the Progress of the Pasco County Destination Development Strategy
File Number DMO23-0144
Comm. Dist.
Recommendation Presentation Only

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

- 10 FY 2023 Q2 Treasurer's Report - Destination Management Organization To Report Financials Reports from January 1, 2023 to March 31, 2023
File Number DMO23-0145
Comm. Dist.
Recommendation Presentation Only

The Council approved to table Items 10 and 11 with Mr. Bishop absent from the vote.

The item was not heard.

- 11 FY 2024 Budget and Media Plan Presentation - Destination Management Organization - To Present the FY 2024 and Media Plan for the Destination Management Organization
 File Number DMO23-0146
 Comm. Dist.
 Recommendation Presentation Only

The item was not heard.

Adjournment

The meeting adjourned at 1:26 p.m.

Prepared by: Meaghan Legnini, Records Clerk II, Board Records Division