

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

SEPTEMBER 20, 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 - **ABSENT**
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 10:01 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 the exception of Mr. Collard who was absent.

Public Comment

There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - June 13th, 2023 TDC Meeting
File Number DMO23-0150
Comm. Dist.
Recommendation Approve

The Council approved the June 13, 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 Information for Fiscal Year 2023 Quarter 3 (April 1st - June 30th)
File Number DMO23-0151
Comm. Dist.
Recommendation Presentation Only

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

- 3 Pasco County Long Range Planning Presentation - Pasco County Planning and Development Department - To Provide an Update of the Pasco 2050 Comprehensive Plan
File Number DMO23-0152
Comm. Dist.
Recommendation Presentation Only

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

Funding Requests

- 4 Sports Event Funding Agreement - Lightning Foundation, Inc. - 13th annual USA Hockey Sled Classic, presented by the NHL - \$18,168.00
File Number DMO23-0153
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation with Ms. DeFilippis abstaining from the vote due to a Conflict of Interest.

- 5 Sports Event Funding Agreement - Z Mitch LLC - ACHI Hope is Here Youth Hockey Tournament - \$1,920.00
File Number DMO23-0154
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 6 Sports Event Funding Agreement - ISSA Production LLC - National Thanksgiving HoopFest - \$6,552.00
File Number DMO23-0155
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation with Ms. DeFilippis abstaining from the vote due to a Conflict of Interest.

- 7 Promotional Sponsorship Agreement - Colombian Wheelchair Rugby Federation - Florida's Sports Coast Promotions by the Colombian Wheelchair Rugby Federation at the 2023 Pan-American Games - \$5,000.00
File Number DMO23-0156
Comm. Dist.
Recommendation Approve

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

- 8 Sports Event Title Sponsorship Agreement - Preferred Athlete Scouting Services Inc. - NCAA DI Women's Basketball 2023 Suncoast Challenge - \$7,000.00
File Number DMO23-0157
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

New Business

- 9 DMO Updates - Destination Management Organization - To Provide Sports, Communications, Industry Relations, and DMO Director's Updates
File Number DMO23-0158
Comm. Dist.
Recommendation Presentation Only

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

Old Business

- 10 FY 2023 Q2 Treasurer's Report - Destination Management Organization - To Report Financials Reports from January 1, 2023 to March 31, 2023
File Number DMO23-0159
Comm. Dist.
Recommendation Approve

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

- 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 DMO23-0160
Comm. Dist.
Recommendation Presentation Only

The Council approved to receive and file documents submitted by Mr. Thomas.

MS. HAYES LEFT THE MEETING AT 12:17 P.M. AND DID NOT RETURN.

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

- 12 Destination Guide Update - Destination Management Organization - To Provide a Progress Update of the New Destination Guide
File Number DMO23-0161
Comm. Dist.
Recommendation Presentation Only

The Council approved to select the bottom middle cover page with Ms. Hayes absent from the vote.

- 13 Bond to be Secured by Tourist Development Tax Revenue Discussion - Destination Management Organization - To Continue the Discussion About the \$12,000.000.00 Bond to Fund the Development of the Additional Fields at the Wiregrass Ranch Sports Campus of Pasco County
File Number DMO23-0162
Comm. Dist.
Recommendation Continuance Requested

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

Chairman Mariano noted that he would be unable to attend the October 18, 2023 TDC meeting.

Discussion followed regarding the possibility of rescheduling the October 18, 2023 TDC meeting and the conclusion that the meeting would not be rescheduled.

Councilman Burgess thanked Mr. Bishop for bringing up the idea to listen to all the stakeholders.

Mr. Riehle noted they were refurbishing the Super Pool at Saddlebrook, that it would possibly be done the first week of October, that they were refurbishing one pool at a time, and that they had two pools open simultaneously.

Chairman Mariano noted that the refurbishment of the Super Pool was a good investment.

Councilman Peters noted the second weekend in October was the October Fest event located in downtown New Port Richey and listed some festivities of the event.

Adjournment

The meeting adjourned at 1:19 p.m.

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