

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING

ANNOTATED AGENDA

NOVEMBER 15, 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 - **ABSENT**
Deputy Mayor, City of New Port Richey

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

Robert Riehle
Saddlebrook Resort

Bobbi L. DeFilippis - **ABSENT**
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 - **ABSENT**
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 10:03 a.m.

Invocation, Pledge of Allegiance

Ms. Kayla Zine, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Zine called the roll. All members were present with the exception of Mr. Peters, Ms. DeFilippis, Mr. Bishop, and Mr. Burgess who were absent.

Public Comment

Chairman Mariano called for Public Comment.

There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - To Approve August 16th, 2023 and September 20th, 2023 TDC Meeting Minutes
File Number DMO24-0019
Comm. Dist.
Recommendation Approve

The Council approved the August 16, 2023, and September 20, 2023, TDC Meeting Minutes.

Presentations

- 2 Destination Operations System Report - Zartico - To Provide Visitation Analytics
 File Number DMO24-0020
 Comm. Dist.
 Recommendation Presentation Only

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

- 3 PR Update - Giant Noise - To Provide an Update of Public Relations Activities
 File Number DMO24-0021
 Comm. Dist.
 Recommendation Presentation Only

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

Funding Requests

- 4 Sports Event Funding Agreement - Foster Volleyball Clinics, Inc. - 2024 New Years Classic - \$2,880.00
 File Number DMO24-0022
 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.

- 5 Sports Event Funding Agreement - S & S Events, Inc.- 2023 Florida USA MLK Showcase - \$13,908.00
 File Number DMO24-0023
 Comm. Dist.
 Recommendation Approve

The Council approved the item per Staff's recommendation.

- 6 Sports Event Funding Agreement - U.S. Amateur Basketball, LLC -
Hoopseen Next Gen Kickoff - \$6,408.00
File Number DMO24-0024
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 Sports Event Funding Agreement - Excel Events LLC - 2024 Block Party
and 2024 Buccaneer Bash - \$14,796.00
File Number DMO24-0025
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.

- 8 Sports Event Funding Program - The Junior Tour LLC – Under Armour
Junior Golf Two-Player National Championship and 54-Hole Under Under
Armour Amateur Winter Championship - \$13,320.00
File Number DMO24-0026
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.

- 9 Sports Event Funding Agreement - Tampa United Events Inc. - 2024
Gasparilla Kickoff Classic - \$9,900.00
File Number DMO24-0027
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.

- 10 Sports Event Funding Agreement - Statewide Amateur Hockey of Florida, Inc. - 2024 SAHOF State Championships - \$6,240.00
File Number DMO24-0028
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.

- 11 Sports Event Funding Agreement - Enterprise Media LLC - Caliente Bare Dare 5K - \$5,484.00
File Number DMO24-0029
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 12 Sports Event Sponsorship Agreement - Teqball USA LLC - 2024 Teqball Tour Florida's Sports Coast - \$75,000.00
File Number DMO24-0030
Comm. Dist.
Recommendation Approve

The item was tabled to a future Tourist Development Council meeting.

- 13 Sports Event Sponsorship Agreement - American Pickleball Tour LLC - 2024 American Pickleball Tour - \$15,000.00
File Number DMO24-0031
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 14 Advertising Sponsorship Agreement - Z Mitch LLC - Digital and On-site Advertisement at AdventHealth Center Ice - \$20,000.00
File Number DMO24-0032
Comm. Dist.
Recommendation Approve

The Council approved the item per Staff's recommendation.

- 15 Group Meeting Incentive Program Agreement - Saddlebrook Resort and Spa - 2024 International Racquets Conference - \$7,000.00
 File Number DMO24-0033
 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

- 16 DMO Updates - Destination Management Organization - To Provide Sports, Communications, Industry Relations, and DMO Director's Updates
 File Number DMO24-0034
 Comm. Dist.
 Recommendation Presentation Only

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

- 17 Reserves Policy Update - Destination Management Organization - To Update DMO's Reserves Policy
 File Number DMO24-0035
 Comm. Dist.
 Recommendation Approve

The item was tabled to a future Tourist Development Council meeting.

- 18 New TDC Meeting Format - Destination Management Organization - To Implement Consent and Regular Items for TDC Meetings
 File Number DMO24-0036
 Comm. Dist.
 Recommendation Approve

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

Old Business

- 19 Tourism Strategic Plan Presentation - Destination Consultancy Group LLC
- To Present the Final Fiscal Year 2024-2028 Strategic Destination Plan
Summary

File Number DMO24-0037

Comm. Dist.

Recommendation Approve

The Council approved the item per Staff's recommendation.

Adjournment

The meeting adjourned at 12:41 p.m.

Prepared by: Kayla Zine, Records Clerk I, Board Records Division