

Council Members

Chairman, Commissioner Kathryn Starkey
Vice-Chairman, Wendy Longman
Councilman Kenneth M. Burgess, Jr., City of Zephyrhills
Councilman Mike Peters, City of New Port Richey
Mike Bishop
Bobbi L. DeFilippis
Robert Riehle
Pascal Collard
Rebecca Hayes

**Pasco County
Tourist Development Council
Wednesday, January 17, 2024
10:00 AM**



West Pasco Government Center, Board Room, 1st Floor
8731 Citizens Drive, New Port Richey, Florida 34654

All electronic devices must be turned off while in the Board Room.

Call To Order - 10:00 a.m. Chairman

Invocation, Pledge of Allegiance

Roll Call

Public Comment

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - To Approve October 18th, 2023
TDC Meeting Minutes
File Number DMO24-0039
Comm. Dist.
Recommendation Approve

Consent

- 2 Sports Event Funding Agreement - S & S Events, Inc. - Multiple
Volleyball Events - \$11,808.00
File Number DMO24-0040
Comm. Dist.
Recommendation Approve
- 3 Sports Event Funding Agreement - Suncoast Orienteering, Inc. - 2024
Air Force JROTC National Orienteering Championships - \$2,268.00
File Number DMO24-0041
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement - Z Mitch LLC - Multiple Hockey and
Ice Skating Events - \$71,616.00
File Number DMO24-0042
Comm. Dist.
Recommendation Approve
- 5 Sports Event Funding Agreement - Ingram's Okinawan Karate, LLC -
AAU Florida Westcoast Karate Championships - \$1,284.00
File Number DMO24-0043
Comm. Dist.
Recommendation Approve
- 6 Sports Event Funding Agreement – East Coast Championships LLC –
The Takeover Cheer Championships – \$9,780.00
File Number DMO24-0044
Comm. Dist.
Recommendation Approve
- 7 Sports Event Funding Agreement - Bici Fitness LLC - Gran Fondo

- National Series Florida - \$8,220.00
File Number DMO24-0045
Comm. Dist.
Recommendation Approve
- 8 Sports Event Funding Agreement - U.S. Amateur Basketball, LLC - Multiple Basketball Events - \$53,808.00
File Number DMO24-0046
Comm. Dist.
Recommendation Approve
- 9 Sports Event Funding Agreement - Joseph Volleyball Camps, Inc. - March Mayhem Volleyball Tournament - \$6,756.00
File Number DMO24-0047
Comm. Dist.
Recommendation Approve
- 10 Sports Event Funding Agreement - Supreme Tournaments LLC - Small Ball United International Basketball Tournament - \$15,888.00
File Number DMO24-0048
Comm. Dist.
Recommendation Approve
- 11 Sports Event Funding Agreement - West Pasco Youth Soccer Association, Inc. - 2024 Florida Premier Spring Showcase - \$12,516.00
File Number DMO24-0049
Comm. Dist.
Recommendation Approve
- 12 Group Meeting Incentive Program Agreement - Saddlebrook Resort and Spa - 2024 State of Florida Zeta Phi Beta Leadership Conference - \$6,000.00
File Number DMO24-0050
Comm. Dist.
Recommendation Approve

Presentations

- 13 Economic Impact and Visitor Tracking Report – Downs & St. Germain Research - To Provide Economic Impact of Tourism and Visitors Profile Information for Findings of the Study Conducted in Fiscal Year 2023
File Number DMO24-0051
Comm. Dist.
Recommendation Presentation Only

- 14 2024 Public Relations (PR) Strategy Update - Giant Noise - To Provide the 2024 PR Strategy for Florida's Sports Coast
File Number DMO24-0059
Comm. Dist.
Recommendation Presentation Only

New Business

- 15 Sports Tourism Updates - Kayla Glazebrook - Sports & Special Events Program Coordinator
File Number DMO24-0052
Comm. Dist.
Recommendation Presentation Only
- 16 Communications Updates - Raul Nardi - Marketing Coordinator
File Number DMO24-0053
Comm. Dist.
Recommendation Presentation Only
- 17 Industry Relation Updates - Gaby LaJeunesse - Tourism Business Development Specialist
File Number DMO24-0054
Comm. Dist.
Recommendation Presentation Only
- 18 DMO Director's Updates - Adam Thomas - Executive Director
File Number DMO24-0055
Comm. Dist.
Recommendation Presentation Only
- 19 Legislative Update - Destination Management Organization - 2024 Legislative Session
File Number DMO24-0056
Comm. Dist.
Recommendation Presentation Only
- 20 Fiscal Year (FY) 2023 Treasurer's Report - Destination Management Organization - To Report the FY 2023 Financial Report Summary
File Number DMO24-0057
Comm. Dist.
Recommendation Presentation Only

Old Business

- 21 Fund Balance, Contingency, Capital Reserves, and Special Project

Accounts Policy - Destination Management Organization and Office of Management and Budget - To Update the DMO's Fund Balance, Contingency, Capital Reserves, and Special Project Accounts Policy

File Number DMO24-0058

Comm. Dist.

Recommendation Approve

Adjournment