

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING

ANNOTATED AGENDA

JANUARY 17, 2024

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

Commissioner Kathryn Starkey - **Absent**
Chairman

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 – 10:00 a.m. Chairman

Vice-Chairman Longman called the meeting to order at 10:01 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. Pascal Collard and Chairman Kathryn Starkey who were absent.

Public Comment

Vice-Chairman Longman called for Public Comment

There was none.

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

The Council approved the October 18, 2023 TDC Meeting Minutes.

Consent

The Council approved the Consent Agenda which included items 3,7,9, and 10.

- 2 Sports Event Funding Agreement - S & S Events, Inc. - Multiple Volleyball Events - \$11,808.00
File Number DMO24-0040
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.

- 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

The item was approved as part of the Consent Agenda.

- 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

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

- 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

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

- 6 Sports Event Funding Agreement – East Coast Championships LLC – The Takeover Cheer Championships – \$9,780.00
File Number DMO24-0044
Comm. Dist.
Recommendation Approve

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

- 7 Sports Event Funding Agreement - Bici Fitness LLC - Gran Fondo National Series Florida - \$8,220.00
File Number DMO24-0045
Comm. Dist.
Recommendation Approve

The item was approved as part of the Consent Agenda.

- 8 Sports Event Funding Agreement - U.S. Amateur Basketball, LLC - Multiple Basketball Events - \$53,808.00
File Number DMO24-0046
Comm. Dist.
Recommendation Approve

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

- 9 Sports Event Funding Agreement - Joseph Volleyball Camps, Inc. - March Mayhem Volleyball Tournament - \$6,756.00
File Number DMO24-0047
Comm. Dist.
Recommendation Approve

The item was approved as part of the Consent Agenda.

- 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

The item was approved as part of the Consent Agenda.

- 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

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

- 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

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

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

The item was for information 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

The item was for information only.

New Business

- 15 Sports Tourism Updates - Kayla Glazebrook - Sports & Special Events
Program Coordinator
File Number DMO24-0052
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 16 Communications Updates - Raul Nardi - Marketing Coordinator
File Number DMO24-0053
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 17 Industry Relation Updates - Gaby LaJeunesse - Tourism Business
Development Specialist
File Number DMO24-0054
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 18 DMO Director's Updates - Adam Thomas - Executive Director
File Number DMO24-0055
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 19 Legislative Update - Destination Management Organization - 2024
Legislative Session
File Number DMO24-0056
Comm. Dist.
Recommendation Presentation Only

The item was for information 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

The item was for information 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

The item was tabled.

Mr. Riehle noted that they were getting ready for the PTR that would be coming to Saddlebrooke, renovations on the tennis courts, and that they were getting ready for meetings and conferences.

Mr. Bishop noted that it was a busy time, there were several projects and a sold-out luncheon that would be held at the Hilton Garden Inn.

Councilman Burgess congratulated Mr. Bishop on his promotion.

Mr. Bishop noted that he was Senior Vice-President of the Pasco EDC.

Councilman Burgess noted that Zephyrhills was having a BBQ event on February 10th and that the venue would be downtown.

Ms. Sanchez confirmed with Deputy Mayor Peters that the tourism date in Tallahassee was January 31st and noted that they would be there January 30th.

Discussion was held regarding the Tallahassee trip and attendance.

Deputy Mayor Peters spoke regarding Chasco and the Downtown New Port Richey Historic Theatre and what they showed.

Discussion followed regarding the theatre and upcoming shows.

Ms. Hayes spoke regarding the Residence Inn, the sports complex and what was happening there, and the need for parking.

Ms. DeFilippis spoke regarding Chasco being publicized, the youth hockey weekend, and upcoming meetings.

Vice-Chairman Longman noted that the weather was poor, a prior interview, the 40-day extension of scallop season, that they were gearing up for spring break, and Seafire Grill next door.

Discussion was held regarding Seafire Grill, possible dinner cruises, and boat slips for visiting.

Vice-Chairman Longman noted that Mr. Thomas was at Leadership Pasco and noted she was one of the proctors there.

Adjournment

The meeting adjourned at 11:19 a.m.

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