

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING

ANNOTATED AGENDA

FEBRUARY 21, 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.

HISTORIC PASCO COUNTY COURTHOUSE BOARD ROOM 2ND FLOOR
37918 MERIDIAN AVENUE, DADE CITY, FL 33525

Commissioner Kathryn Starkey
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 - **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 Starkey called the meeting to order at 10:05 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 Starkey called for public comment.

There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - To Approve November 15th,
2023 TDC Meeting Minutes
File Number DMO24-0063
Comm. Dist.
Recommendation Approve

Approved the November 15, 2023 TDC meeting minutes.

Consent

- 2 Sports Event Funding Agreement - Insider Exposure - Spring Kick-Off Classic - \$2,628.00
File Number DMO24-0064
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Ms. Rebecca Hayes abstaining from the vote due to a conflict of interest.

- 3 Sports Event Funding Agreement - RL Martial Arts, Inc. - AAU Taekwondo Qualifiers - \$1,380.00
File Number DMO24-0065
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Ms. Rebecca Hayes abstaining from the vote due to a conflict of interest.

- 4 Sports Event Funding Agreement - Premier Tournaments Group, Inc - March Mayhem Basketball Tournament and PTG NIL Basketball Tournament - \$9,660.00
File Number DMO24-0066
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Ms. Rebecca Hayes abstaining from the vote due to a conflict of interest.

- 5 Sports Event Funding Agreement - SUTS Report LLC - 2024 Sunshine State Showdown - \$22,908.00
File Number DMO24-0067
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Ms. Bobbi DeFilippis abstaining from the vote due to a conflict of interest.

- 6 Sports Event Sponsorship Agreement - Preferred Athlete Scouting Services Inc. - 2024 Southern Jam - \$5,244.00
File Number DMO24-0068
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Ms. Bobbi DeFilippis abstaining from the vote due to a conflict of interest.

- 7 Sports Event Sponsorship Agreement - Special Olympics Florida, Inc. - Special Olympics Florida West Coast Region Summer Games - \$5,268.00
File Number DMO24-0069
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Ms. Bobbi DeFilippis abstaining from the vote due to a conflict of interest.

- 8 Sports Event Funding Agreement - Elite Sports Events Inc - Florida AAU Basketball Super Regional 2 - \$4,332.00
File Number DMO24-0070
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Ms. Bobbi DeFilippis and Ms. Rebecca Hayes abstaining from the vote due to a conflict of interest.

- 9 Sports Event Funding Agreement - Bay Area Basketball Inc. -2024 Tournament of Legends Bay Area Showdown- \$6,552.00
File Number DMO24-0071
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Ms. Rebecca Hayes abstaining from the vote due to a conflict of interest.

- 10 Sports Event Sponsorship Agreement - Tennis Pro Florida LLC - ITF Women's World Tennis Tour Tournament (\$60K Prize) - \$20,000.00
File Number DMO24-0072
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Mr. Pascal Collard abstaining from the vote due to a conflict of interest.

New Business

- 11 Sports Tourism Updates - Kayla Glazebrook - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities
File Number DMO24-0073
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 12 Communications Updates - Raul Nardi - Marketing & Communications Manager - To Provide an Update on Marketing, Social Media, Website, and PR Activities
File Number DMO24-0074
Comm. Dist.
Recommendation Approve

The item was for information only.

- 13 Industry Relations and Sales Update - Gaby LaJeunesse - Tourism Business Development Specialist - To Provide and Update of Film Commission, Industry Relations, and Group Sales
File Number DMO24-0075
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 14 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates
File Number DMO24-0076
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 15 Legislative Update - Destination Management Organization - To Provide an Update on the 2024 Legislative Session
File Number DMO24-0077
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

Old Business

Commissioner Starkey noted she was happy to be back. She spoke regarding short term rentals and the potential to regulate them, the Live Local Act, impacts of Live Local, two apartment complexes that had applied, impacts to appropriations, and the need for bike trails for cycling.

Discussion was held regarding cycling locations and trails; the need to capitalize on cycling; negotiations with the new Digital Creative Agency; bikes at hotels; ebikes; a trip to Bentonville; companies in Bentonville; the map of trails displayed by Commissioner Starkey; plans for the VOPH Superpark; future opportunities for the area; and future agenda items.

Mr. Bishop spoke regarding an upcoming EDC event for the Rural Pasco SMARTstart Entrepreneurship program and the Growing Global event that would be held the next day.

Discussion was held regarding the slots that were left; that it was open to those wanted to learn how to export; and federal money that was available.

Mr. Collard spoke regarding Florida Premier's promotion of international business. He noted they were trying to convince a tennis brand to come to Pasco County.

Councilman Burgess spoke regarding the recent Barbecue and Blues event that was held in downtown Zephyrhills and a new terminal that was approved at the airport.

Discussion was held regarding Live Local deed restrictions.

Ms. Blair noted there was voluntary deed restriction language that was able to be taken from the County.

Commissioner Starkey spoke regarding the friendship agreement the County had with Germersheim, Germany, the program, the professionals that were exchanged, and the potential to have another friendship agreement with Switzerland.

Discussion was held regarding international relationships; Switzerland; and the international market.

Ms. Longman spoke regarding new boats that were purchased, construction, the recent Tourism Day for Leadership Pasco, and she was getting ready for the season.

MR. BISHOP LEFT THE MEETING AT 11:38 A.M. AND DID NOT RETURN.

Deputy Mayor Peters spoke regarding the new New Port Richey archway, how far the City had come, the new Estuary restaurant, the Seafire restaurant, Chasco events, musical concerts, the parades, and the car show.

Discussion was held regarding dates bands would play; a ball that would be held; and the boat parade.

Ms. DeFilippis spoke regarding youth sports groups and a quilting group.

Ms. Hayes spoke regarding youth sports groups, a building that was being constructed, the changed hours of their Skybox restaurant, and her excitement to be a part of the Leadership Pasco bus tour.

Commissioner Starkey spoke regarding an upcoming Lectures on the Lawn series event at the Starkey Ranch TLC.

Adjournment

The meeting adjourned at 11:45 a.m.

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