

Council Members

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

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



Dade City Historic Courthouse, Board Room, 2nd Floor
37918 Meridian Ave., Dade City, Florida 33525

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

Invocation, Pledge of Allegiance

Roll Call

Public Comment

Consent

Presentations

- 1 PR Update - Giant Noise - To Provide an Update of Public Relations Activities
 File Number DMO24-0097
 Comm. Dist.
 Recommendation Presentation Only
- 2 Skydive City ZHills Presentation - Kyle and Lauren Salvato - New Owners Update on Plans for Skydive City ZHills
 File Number DMO24-0098
 Comm. Dist.
 Recommendation Presentation Only

New Business

- 3 Sports Tourism Updates - Consuelo Sanchez - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities
 File Number DMO24-0099
 Comm. Dist.
 Recommendation Presentation Only
- 4 Communications Updates - Raul Nardi - Marketing & Communications Manager - To Provide an Update on Marketing, Social Media, Website, and PR Activities
 File Number DMO24-0100
 Comm. Dist.
 Recommendation Presentation Only
- 5 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 DMO24-0101
 Comm. Dist.
 Recommendation Presentation Only
- 6 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates
 File Number DMO24-0102
 Comm. Dist.
 Recommendation Presentation Only
- 7 Introduction of New Marketing Coordinator - Raul Nardi - To Introduce Marla Silva as the New Marketing Coordinator

File Number DMO23-0103
Comm. Dist.
Recommendation Presentation Only

Old Business

- 8 Creative and Digital Marketing RFP - Update - Adam Thomas - To
Provide an Update on RFP-DS-24-006 - Creative, Traditional, Digital and
Media Buying Agency for Florida's Sports Coast

File Number DMO24-0104
Comm. Dist.
Recommendation Presentation Only

Adjournment