

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

MARCH 20, 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
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
CEO of Sarah Vande 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: 04 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 roll. All members were present.

Chairman Starkey introduced Mr. Mike Carballa, County Administrator, and noted that it was his first appearance.

Mr. Mike Carballa, County Administrator, noted his appreciation for them taking an interest in developing the tourism aspect of the County and Mr. Thomas and his team.

Public Comment

There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - To Approve January 17th, 2024 and February 21st, 2024 TDC Meeting Minutes
File Number DMO24-0081
Comm. Dist.
Recommendation Approve

Approved the January 17, 2024 and February 21, 2024 TDC Meeting Minutes.

Consent

- 2 Sports Event Funding Agreement – ENG Sports Inc –2024 Candice Dupree Invitational– Basketball – Wiregrass Ranch Sports Campus – \$12,276.00
File Number DMO24-0082
Comm. Dist.
Recommendation Approve

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 – Florida Sports Foundation, Incorporated – Sunshine State Games – Taekwondo Championships – Wiregrass Ranch Sports Campus – \$5,532.00
File Number DMO24-0083
Comm. Dist.
Recommendation Approve

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

- 4 Sports Event Funding Agreement – Supreme Tournaments, LLC – NXTPRO Basketball Tournament– Basketball – Wiregrass Ranch Sports Campus – \$21,840.00
File Number DMO24-0084
Comm. Dist.
Recommendation Approve

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 – Davis Athletics LLC – National Rank Up Individual Showcase– Basketball – Wiregrass Ranch Sports Campus – \$1,308.00
File Number DMO24-0085
Comm. Dist.
Recommendation Approve

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 – Premier Tournament Group, Inc – Florida I75 Classic– Basketball – Wiregrass Ranch Sports Campus – \$2,616.00
File Number DMO24-0086
Comm. Dist.
Recommendation Approve

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 – Lightning City Gymnastics, Inc. – 2024 Aloha Invitational/NAWGJ Judges Cup and 2024 Charity Challenge Invite – Gymnastics – Wiregrass Ranch Sports Campus – \$5,040.00
File Number DMO24-0087
Comm. Dist.
Recommendation Approve

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

- 8 Marketing Sponsorship Agreement – Tennis Pro Florida LLC – FSC Brand Promotions at SVB Tennis Center – \$15,000.00
File Number DMO24-0088
Comm. Dist.
Recommendation Approve

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

- 9 Economic Impact and Visitor Tracking Report – Downs and St. Germain Research - To Provide Economic Impact of Tourism and Visitors Profile Information for Fiscal Year 2024 Quarter 1 (October 1st - December 31st, 2024)
File Number DMO24-0089
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 10 Wiregrass Ranch Sports Campus of Pasco County Update - Parks, Recreation, and Natural Resources - To Provide an Update on the Progress of the Construction of the Wiregrass Ranch Campus of Pasco County Fields
File Number DMO24-0090
Comm. Dist.
Recommendation Presentation Only

Approved to receive and file documents submitted by Mr. Thomas.

The item was for information only.

New Business

- 11 Sports Tourism Updates - Kayla Glazebrook - Sports & Special Events Program Coordinator
File Number DMO24-0091
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 12 Industry Relation Updates - Gaby LaJeunesse - Tourism Business Development Specialist
File Number DMO24-0093
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 13 Communications Updates - Raul Nardi - Marketing & Communications Manager
File Number DMO24-0092
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 14 DMO Director's Updates - Adam Thomas - Executive Director
File Number DMO24-0094
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 15 Legislative Update - Destination Management Organization - 2024
Legislative Session
File Number DMO24-0095
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 16 FY 2024 Q1 Treasurer's Report - Destination Management Organization -
To Report Financial Activity from October 1, 2023 to December 31, 2023
File Number DMO24-0096
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

Old Business

Chairman Starkey spoke regarding the County looking for more opportunities for boat ramps, the Anclote River Park, a master plan, their intent, the use of the park, a restaurant contract and plan, the Pithlachascotee, property purchased in New Port Richey and Port Richey.

Discussion was held regarding the southern side of the river and western side of the bridge; that they anticipate a hotel on the water; that the operator should consider SunWest Park; the mound; the river on 19; property on the northside; riverwalk; golf cart crossings; and the City of Tampa Riverwalk.

Mr. Thomas noted that the Strategic Plan and Ordinance Change would be going to the Board of County Commissioners for adoption and at the first meeting in April.

Mr. Riehle spoke regarding Saddlebrook renovations, that his grandfather, Mr. Tom Dempsey had passed away, he served on the Board, his funeral was Friday and celebration of life, and noted that this would be his last meeting.

Mr. Bishop noted that NetFest would be April 11th.

Mr. Collard spoke regarding the ITF tournament for women and Florida Sports Coast at SVB in May.

Mr. Burgess noted that Zephyrhills was looking forward to that and that they were in the process of finalizing the design for the new terminal at the airport.

Ms. Longman noted that she sat with Mr. Riehle's grandfather on committees, buying boats, Leadership Pasco Tourism Day, the trophy, Sea Fire Grill, and a possible catch and cook.

Mr. Peters spoke regarding Chasco, the Marshall Tucker Band, the boat parade, Maddie and Tay, Riley Fox, Dragon Boat Races, car show in New Port Richey, downtown street parade, St. Pattys Day, and noted that this was his last meeting and noted his appreciation.

Ms. DeFilipis spoke regarding the occupancy rates, ADR, that they were busy, sporting events, and hosting construction teams.

Ms. Hayes noted they were very busy, tournaments, peak season travel, and construction companies.

Adjournment

The meeting adjourned at 11:58 a.m.

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