

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

APRIL 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.

**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 Kenneth M. Burgess, Jr.
Council President, City of Zephyrhills

Bobbi L. DeFilippis
SpringHill Suites Marriott Tampa

Mike Bishop - **Absent**
Director of Stakeholder Engagement
For the Pasco EDC

Pascal Collard
CEO of Sarah Vande Berg
Tennis and Wellness Center

Rebecca Hayes - **Absent**
General Manager of the Residence Inn
Wesley Chapel

Legal Staff:

Elizabeth Blair – Senior Assistant County Attorney

Staff:

Adam Thomas, Executive Director
Consuelo Sanchez, Tourism Deputy Director
Shelly Bandy, Tourism Program Coordinator
Maria Gabriela LaJeunesse, Tourism Business Development Specialist
Raul Nardi, Tourism Marketing & Communications Manager
Kayla Glazebrook, Sports & Special Events Program Coordinator

Matthew Bogdanoff, Sports & Special Events Program Coordinator
Marla Silva, Marketing Coordinator
Casey Quick, Tourism Administrative Assistant

Call to Order

Chairman Starkey called the meeting to order at 10:03 a.m.

Invocation, Pledge of Allegiance

Ms. Jessica Popplewell, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Popplewell called the roll. All members were present with the exception of Ms. Hayes and Mr. Bishop who were absent.

Public Comment

Chairman Starkey called for Public Comment.

There was none.

Consent

There was none.

Presentations

- 1 PR Update - Giant Noise - To Provide an Update of Public Relations Activities
File Number DMO24-0097
Comm. Dist.
Recommendation Presentation Only

The item was for information 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

The item was for information 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

The item was for information 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

The item was for information 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

The item was for information 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

The item was for information 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

The item was for information 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

The item was for information only.

Chairman Starkey noted she would not be here for the May 15, 2024 Tourist Development Council meeting.

Ms. DeFilippis expressed her appreciation to the Florida Sports Coast for contributing to Don Led Duke (DLD) Golf Fundraiser. She noted in the last two years they had donated about \$50,000.00 to the AdventHealth Foundation and that the event would be this weekend at TPC and Fox Hollow.

Chairman Starkey read a letter into the record on the behalf of Ms. Longman. The letter explained how due to a technicality the City of New Port Richey had issued Windsong Charters and Boat Rentals a cease and desist operations notification effective tomorrow, the reasonings behind the issuance of the notification, the requirements to get back into compliance, concerns with the requirements, issues with the attempts to mitigate the situation with the City and a property owner, issues with finding another marina or boat slips, the size of her fleet, that she would be meeting with City Manager Debbie Manns later that day to hopefully receive an exception to operate during the summer and Scallop Season, and concerns with potentially shutting down the company and divest all assets.

Ms. Cristina Cordon, Assistant Parks, Recreation, and Natural Resources Director, spoke during the discussion.

Discussion was held that she would not have to resign if she had no business as she was a person of interest to tourist development; a suggestion for asking for on street parking; a frontage road being turned into parking; a hotel that was short parking spaces; whether she would rent parking in another area and shuttle the people into the site; that they provided such an important service for the County; that the City would not grant Simone Development a permit for building the hotel if there were ancillary businesses in there; the new marina on the Cotee; other boat slips that had been rented; that boat rentals and boat clubs were different models; the size of their fleet and types of boats; the number of slips she had; when Ms. Longman was made aware of the cease and desist; the upcoming Scalloping Season and potential effects of this; suggested County properties, whether they could work, and potential concerns; Freedom Boat Club; past operations; City concerns with temporary buildings and porta potties; whether the fleet could be broken up and concerns with doing so; potentially working with Mr. Derek Pontlitz; and needing for her to stay around.

Adjournment

The meeting adjourned at 11:40 a.m.

Prepared by: Jessica L Popplewell, Records Clerk III, Board Records Division