

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

MAY 15, 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- **Absent**

Wendy Longman – Vice-Chairman
Windsong Charters- **Absent**

The Honorable Kenneth M. Burgess, Jr.
Council President, City of Zephyrhills

Bobbi L. DeFilippis
SpringHill Suites Marriott Tampa

Mike Bishop
Director of Stakeholder Engagement
For the Pasco EDC

Pascal Collard
CEO of Sarah Vande Berg
Tennis and Wellness Center

Rebecca Hayes
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

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

Councilman Burgess called the meeting to order at 10:00 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. Blair explained as a point of order the Council would need to officially have a vote for an Acting-Chairman.

Approved for Councilman Burgess to serve as Chairman for the day.

Ms. Popplewell called the roll. All members were present with the exception of Chairman Starkey and Vice-Chairman Longman who were absent.

Public Comment

Acting-Chairman Burgess called for public comment.

Ms. Cathy Pearson, Assistant County Administrator for Public Services, expressed her appreciation to the members for serving on the Tourist Development Board. She spoke regarding the event from the previous week, the facility used which was the Wiregrass Sports Complex, the drone show, Mr. Tim Tebow and Mr. Andy Taylor, and that it could not have happened without the passion and dedication the team had for Florida's Sports Coast. She expressed her pride and appreciation for the team.

Acting-Chairman Burgess expressed his appreciation for the comments and that he would have more comments later in the meeting.

Mr. Thomas recognized Ms. LaJeunesse who spearheaded the event that had been four years in the making and that without her the event wouldn't have been pulled off the way that it had been. He spoke regarding the different aspects of planning, her efforts, rumblings in the County about the lack of adequate event spaces, and that the narrative would be changing moving forward. He expressed his appreciation to the team and noted they had already begun planning for next year.

Discussion was held regarding excitement at the event.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - To Approve March 20th, 2024 and April 17th, 2024 TDC Meeting Minutes
File Number DMO24-0107
Comm. Dist.
Recommendation Approve

Approved the March 20, 2024 and the April 17, 2024 meeting minutes.

Consent

- 2 Sports Event Funding Agreement – The North American Grappling Association LLC – NAGA Tampa Grappling Championship – Jiu-Jitsu – Wiregrass Ranch Sports Campus – \$2,484.00
File Number DMO24-0108
Comm. Dist.
Recommendation Approve

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

Presentations

- 3 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 2 (January 1st - March 31st)
File Number DMO24-0109
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 4 Marketing Matching Sponsorship Program (MMSP) Update– Destination Management Organization – To Allow Event Organizers to Be Eligible for Additional Funding
File Number DMO24-0110
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

New Business

- 5 Sports Tourism Updates - Kayla Glazebrook - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities
File Number DMO24-0111
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 6 Communications Updates - Raul Nardi - Marketing & Communications Manager - To Provide an Update on Marketing, Social Media, Website, and PR Activities
File Number DMO24-0112
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 7 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 DMO24-0113
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 8 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates
File Number DMO24-0114
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

Old Business

Ms. Hayes noted everyone had done a great job for the banquet, that she loved the drones, the recent Wheelchair Rugby event that had been great, and looking forward to Memorial Day Weekend.

Discussion was held regarding people watching the drone show from their hotel balconies.

Ms. DeFilippis noted the banquet had been amazing and someone who raved about it, different attractions in the County they had goals the next time they visited, and appreciation to Mr. Thomas and the team for their participation at the Don Led Duke Golf Tournament.

Mr. Bishop noted the banquet had been awesome, that a tone had been set, people who were sitting at his table that were working on the County's Economic Growth Strategic Plan and their discussions, Mr. Tim Tebow, and Pasco EDC's Annual Awards event that would be held in September.

Mr. Collard expressed his congratulations on the banquet, the food, their recent Florida's Sports Coast event, that they had received the highest mark from the International Tennis Federation (ITF), someone who launched a new career at the center, her followers, hope for her for the next year, and appreciation to everyone for their support.

Acting-Chairman Burgess spoke regarding the tennis event, a junior player who was unbelievable, that the banquet had been knocked out of the park, the facility, the people who had been helping, the VIP set up, the event center, Mr. Tim Tebow, that the drinks were good, appreciation to Ms. LaJeunesse, and that the bar has been set.

Mr. Thomas explained the Governor's Conference in Tampa would be on August 28, 2024, that Florida's Sports Coast were sponsors, and had two tables to the dinner they were trying to fill.

Discussion was held regarding that additional information would be provided as it was received; the location of the event; the awards that would be given; that people would speak and presentations would be given; things that were learned; inspirations; and that they had never been in Tampa which was why they were open to getting two tables.

Adjournment

The meeting adjourned at 11:01 a.m.

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