

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING

ANNOTATED AGENDA

JUNE 19, 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
Director of Stakeholder Engagement
For the Pasco EDC

Pascal Collard
CEO of Sarah Vande Berg
Tennis and Wellness Center

Scott Ward
Saddlebrook Resort and Spa

Kelly Mothershead
Deputy Mayor, City of New Port Richey

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 - 10:00 a.m. Chairman

Chairman Starkey called the meeting to 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 the roll. All members were present with the exception of Ms. Hayes who was absent.

Chairman Starkey welcomed Deputy Mayor Kelly Mothershead and Mr. Scott Ward to the Council.

Deputy Mayor Mothershead introduced herself and spoke regarding her job as a Deputy Mayor in New Port Richey, work experience, and her activity within the community.

Mr. Ward introduced himself and spoke regarding his residency in Pasco County, work experience, and his excitement to be a part of the Saddlebrook renovation project.

Public Comment

Chairman Starkey called for public comment.

There was none.

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - To Approve May 15th, 2024 TDC Minutes
File Number DMO24-0117
Comm. Dist.
Recommendation Approve

Approved the May 15, 2024 TDC meeting minutes

Pasco 2050 Plan - Tourism Workshop

- 2 Pasco 2050 Plan Tourism Focus Group - Planning and Economic Development Department - To Gather Insights From Tourism Stakeholders and Tourist Development Council Members that Help Shape the Pasco 2050 Plan
File Number DMO24-0118
Comm. Dist.
Recommendation Other

The item was for information only.

Presentations

- 3 Vacation Rentals Presentation - Multiple County Offices and Departments - To Learn Processes Related to Vacation Rentals
File Number DMO24-0119
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 4 Introduction of New Creative and Digital Media Agency - Paradise Advertising & Marketing, Inc. - To Introduce to the Tourist Development Council Florida's Sports Coast's New Creative and Digital Media Agency
File Number DMO24-0120
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

Consent

- 5 Sports Event Funding Agreement – Orlando Youth Hockey Association, Inc. – 2024 Barn Burner Hockey Tournament and 2025 Mid-Florida Meltdown Hockey Tournaments – Hockey – Advent Health Center Ice Campus - \$22,884.00
File Number DMO24-0121
Comm. Dist.
Recommendation Approve

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

- 6 Sports Event Funding Agreement – Skydive City, Inc. – Qatar Air Sports Committee Training Camp – Skydiving – Skydive City Z/Hills– \$12,000.00
File Number DMO24-0122
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

- 7 Promotional Sponsorship Agreement - Tennis Pro Florida LLC / FlightCoaching by Grauwels David - Florida's Sports Coast Promotions by The HayaBusa Team (Indoor and Outdoor Skydive World Champion) - \$12,500.00
File Number DMO24-0123
Comm. Dist.
Recommendation Approve

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

- 8 Promotional Sponsorship Agreement - Sporting Patagonia Soccer Academy, LLC - Florida's Sports Coast Promotions and Sponsorship of Sports Patagonia Chile Soccer League - \$10,000.00
File Number DMO24-0124
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

New Business

- 9 DMO Updates - Destination Management Organization - To Provide Sports, Communications, Industry Relations, and DMO Director's Updates
File Number DMO24-0125
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

Adjournment

Mr. Thomas spoke regarding that the next meeting would be in August.

The meeting adjourned at 12:26 p.m.

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Prepared by: Amanda Dobson, Records Clerk I, Board Records Division