

Council Members

Chairman, Commissioner Kathryn Starkey
Councilman Kenneth M. Burgess, Jr., City of Zephyrhills
Kelly Mothershead, Deputy Mayor, City of New Port Richey
Mike Bishop
Bobbi L. DeFilippis
Pascal Collard
Rebecca Hayes
Scott Ward

**Pasco County
Tourist Development Council
Wednesday, September 18, 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

Minutes - Tourism Development Council

- 1 Minutes - Tourist Development Council - To Approve June 19, 2024
TDC Meeting Minutes
File Number DMO24-0150
Comm. Dist.
Recommendation Approve

Consent

- 2 Sports Event Funding Agreement – Z Mitch LLC – Multiple Ice Hockey Events – Ice Hockey – AdventHealth Center Ice – \$2,640.00
File Number DMO24-0151
Comm. Dist.
Recommendation Approve
- 3 Sports Event Funding Agreement – Tampa United, Inc. – Bay to Bay Classic – Soccer– Wesley Chapel District Park – \$3,684.00
File Number DMO24-0152
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement – Tampa Bay Junior Hockey, Inc. – 2025 USPHL Tampa Showcase – Sports – AdventHealth Center Ice – \$12,180.00
File Number DMO24-0153
Comm. Dist.
Recommendation Approve
- 5 Sports Event Sponsorship Agreement - The Lift Adventure Park LLC - Grom Prix Wakeboard Competition - Wakeboard - The Lift Adventure Park at Sunwest Park - \$4,500.00
File Number DMO24-0154
Comm. Dist.
Recommendation Approve
- 6 Group Meeting Incentive Program Agreement - Saddlebrook Resort and Spa - 2025 Kyowa Kirin National Sales Meeting - \$7,000.00
File Number DMO24-0155
Comm. Dist.
Recommendation Approve

Presentations

- 7 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 3 (April 1st - June 30th)

File Number DMO24-0156
Comm. Dist.
Recommendation Presentation Only

- 8 Marketing Planning and Brand Campaign Development - Paradise Advertising & Marketing, Inc. - To Present an Update on Media Planning, Social Media and Digital Marketing Strategy, and the Proposed Brand Campaign Development

File Number DMO24-0157
Comm. Dist.
Recommendation Presentation Only

New Business

- 9 Marketing and Communications Updates - Raul Nardi - Marketing & Communications Manager

File Number DMO24-0158
Comm. Dist.
Recommendation Presentation Only

- 10 Sports Tourism & Special Events Updates - Matt Bogdanoff - Sport & Special Events Program Coordinator

File Number DMO24-0159
Comm. Dist.
Recommendation Presentation Only

- 11 Industry Relations and Sales Updates - Gaby LaJeunesse - Tourism Business Development Specialist

File Number DMO24-0160
Comm. Dist.
Recommendation Presentation Only

- 12 DMO Director's Updates - Adam Thomas - Executive Director

File Number DMO24-0161
Comm. Dist.
Recommendation Presentation Only

- 13 2025 TDC Schedule - Destination Management Organization - To Provide Final Schedule for 2025 Tourist Development Council Meetings

File Number DMO24-0162
Comm. Dist.
Recommendation Approve

- 14 Special Project Funding Request - Consuelo Sanchez, Tourism Deputy Director - To Request Funding from the Fiscal Year 2025 Special Projects Account to Retain Legal and Consultancy Services for the

Negotiations with Sports Facilities Companies for the Management, Operations, and Maintenance Agreement for the Wiregrass Ranch Sports Campus of Paco County - \$50,000.00

File Number DMO24-0163

Comm. Dist.

Recommendation Approve

Old Business

- 15 Fiscal Year (FY) 2025 Business Plan and Goals– Adam Thomas, Executive Director – To Share the Destination Management Organization's FY 2025 Business Plan and Goals

File Number DMO24-0164

Comm. Dist.

Recommendation Presentation Only

- 16 Treasurer's Report- Destination Management Organization- To Report Financial Activity for the Destination Management Organization for Fiscal Year 2024 Q2 and Q3

File Number DMO24-0165

Comm. Dist.

Recommendation Presentation Only

Adjournment