

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING

ANNOTATED AGENDA

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

Bobbi L. DeFilippis – **Absent**
SpringHill Suites Marriott Tampa

Mike Bishop
Director of Stakeholder Engagement
For the Pasco EDC

Pascal Collard – **Absent**
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

Vice-Chairman Longman called the meeting to order at 10:01 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. Bobbi DeFilippis, Mr. Pascal Collard, and Ms. Rebecca Hayes who were absent. Chairman Starkey arrived to the meeting at 10:29 a.m.

Public Comment

Vice-Chairman Longman called for public comment.

There was none.

Minutes - Tourism Development Council

There was none.

Presentations

- 1 Fiscal Year 2025 Budget - Adam Thomas, Executive Director - To Present the Proposed Fiscal Year 2025 Budget for the Destination Management Organization
File Number DMO24-0132
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 2 Media and Creative Update - Paradise Advertising & Marketing, Inc. - To Provide an Update on the Onboarding Process for Creative, Traditional, Digital and Media Services and to Present the Fiscal Year 2025 Media Plan for Florida's Sports Coast
File Number DMO24-0133
Comm. Dist.
Recommendation Presentation Only

Chairman Starkey arrived to the meeting at 10:29 a.m.

The item was for information only.

Consent

Approved the Consent Agenda which included items 3, 4, 5, 6, 7, 8, and 11.

- 3 Fiscal Year (FY) 2025 Marketing Matching Sponsorship Program (MMSP) Funding Requests - Various Event Organizers - To Present Funding Requests from Applicants to the FY 2025 MMSP Cycle - \$88,704.00
File Number DMO24-0134
Comm. Dist.
Recommendation Approve

Approved as part of the Consent Agenda.

- 4 Sports Event Funding Agreement – Z Mitch LLC – The Sunshine State Synchro Classic – Ice Skating – AdventHealth Center Ice – \$6,000.00
File Number DMO24-0135
Comm. Dist.
Recommendation Approve

Approved as part of the Consent Agenda.

- 5 Sports Event Funding Agreement – Charotaruya Leua Patidar Seva Samaj of U.S.A., Inc. – CLPSS Volleyball Tournament – Volleyball – Wiregrass Ranch Sports Campus of Pasco County – \$12,828.00
File Number DMO24-0136
Comm. Dist.
Recommendation Approve

Approved as part of the Consent Agenda.

- 6 Sports Event Funding Agreement – S & S Events – Florida Gem High School Volleyball Tournament – Volleyball – Wiregrass Ranch Sports Campus – \$3,492.00
File Number DMO24-0137
Comm. Dist.
Recommendation Approve

Approved as part of the Consent Agenda.

- 7 Sports Event Funding Agreement – Special Olympics Florida – SOFL West Coast Regional Fall Classic – Multiple Sports – Wiregrass Ranch Sports Campus – \$3,252.00
File Number DMO24-0138
Comm. Dist.
Recommendation Approve

Approved as part of the Consent Agenda.

- 8 Sports Event Sponsorship Agreement - Tennis Pro Florida LLC - ITF Women's World Tennis Tour Tournament (\$75K Prize) - \$30,000.00
File Number DMO24-0139
Comm. Dist.
Recommendation Approve

Approved as part of the Consent Agenda.

- 9 Promotional Sponsorship Agreement - Professional Tennis Registry - To Become a Destination Partner and to Promote Florida's Sports Coast on Professional Tennis Registry and Professional Pickleball Registry Digital Channels - \$30,000.00
File Number DMO24-0140
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Mr. Ward abstaining from the vote due to a Conflict of Interest.

- 10 International Sports Express and Mega FAM Tour Sponsorship Agreement - The Express Conferences - To Host the Inaugural Sports Express International and the Mega FAM Tour - \$45,000.00
File Number DMO24-0141
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation with Mr. Ward abstaining from the vote due to a Conflict of Interest.

- 11 Promotional Sponsorship Agreement - Colombian Wheelchair Rugby Federation - Florida's Sports Coast Promotions by the Colombian Wheelchair Rugby Federation in Colombia - \$10,000.00
File Number DMO24-0142
Comm. Dist.
Recommendation Approve

Approved as part of the Consent Agenda.

New Business

- 12 DMO Updates - Destination Management Organization - To Provide Sports, Communications, Industry Relations, and DMO Director's Updates
File Number DMO24-0143
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

Old Business

- 13 Update to the Operating Reserves, Special Projects, and Contingency Reserves Accounts Policy - Destination Management Organization - To Update DMO's Reserves Policy
File Number DMO24-0144
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

Mr. Thomas noted that they were waiting to hear from FWC, the testing every seven days for bacteria, an extension of the season, and that September 24th was the last day for scalloping in the state of Florida.

Discussion was held regarding scalloping in September; the week prior to it getting shut down; a FAM tour scalloping trip; next scallop season; if they had a good positive test; that they were open to extending the season; how they would inform the public of the extension; the day trippers in Tampa Bay; tourists without kids; the mid-week travel was gone; Hurricane Debby and the water condition; the redneck sandbar; and a Charity Option.

Mr. Bishop noted that he left the EDC, that he had the opportunity to expand the family business, renovations happening, and that he hoped they would be open by September 12th.

Councilman Burgess noted a partnership with Mr. Patrick Mouratoglou and his tennis academy in France that was expanding internationally.

Ms. Longman noted that she was tendering her resignation, that it was an honor to serve on the board, Leadership Pasco, Tourism Day, thanked everyone, and that Windsong would be permanently closing on September 8th, on September 9th they would be having a liquidation sale, what would be sold, that there were some personal issues, where they would be moving to, her work history; Fort McCoy, the property they were looking at, a tiny house for an Airbnb, and clearing sites for camping and an RV hook-up.

Mr. Thomas noted that Ms. Longman was the longest tenure council member and that it would be passed to Mr. Bishop, that she was a tremendous force in tourism for Pasco County and the Tampa Bay region as the largest female boat operator, that she had done so much great for the brand and the community; and that she would be missed.

Discussion followed regarding a new Vice-Chairman for Leadership Pasco.

Chairman Starkey noted that there would be a big hole in what they do.

Discussion was held regarding how vitally important it was especially during scallop season; Freedom Boat Club; that it was important for the coastline; the same type of representation; Captain Bob Hubbard, Island Paradise Charters, was selling his business; tour operators; FinCEN and BOI; lobbying Tallahassee and the boating laws; and insurance.

Mr. Thomas noted that they had to fill tourism of interest and vote on a Vice-Chairman at the next council meeting.

Deputy Mayor Mothershead noted that it was their 100-year celebration in New Port Richey, their website, a masquerade ball, that it would kick off in October, and Richey Suncoast Theatre.

Discussion followed regarding the landscape around the new sign; Giant Noise; that the County was giving money to the theater; and things offered at the theatre.

Chairman Starkey spoke regarding her cycle tourism, her trip to Edinburgh, Scotland, that they cycled from Edinburgh to Glasgow, towpath along a canal, locks in Scotland, the Falkirk Wheel, her trip to the Azores because Ms. Barbara Wilhite got married there, e-bike rentals in Edinburgh, and an off-road tour in the Azores.

Discussion was held regarding her stay in Ponta Delgada; the bike tour of the extinct volcano; that the island was getting ready to explode with tourism; and Airbnb's and short-term rentals.

After the discussion, a video and photographs were displayed.

Discussion was held regarding the photographs; an aqueduct; the video of the Falkirk Wheel; the path along the canal; the weather; the ridge line cycling; and cycle tourism.

Mr. Thomas spoke regarding the Invitation to Negotiate, ITN, the bid process for Wiregrass Ranch Sports Campus, that there were five proposals, one was responsive to the ITN, operator for sports venues across the County, what they offered, the three phases of the proposal, what they proposed, and that they were in negotiation.

Ms. Cathy Pearson, Assistant County Administrator, spoke during the discussion.

Discussion was held regarding how long the negotiation might take; the Mayor of Clearwater and a trip with him; a negotiation team that was put together; and that it would go back to the committee for approval on the negotiation.

Adjournment

The meeting adjourned at 11:25 a.m.

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