

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
Kelly Hackman
Rebecca Hayes
Scott Ward

**Pasco County
Tourist Development Council
Wednesday, February 19, 2025
10:00 AM**



West Pasco Government Center, Board Room, 1st Floor
8731 Citizens Drive, New Port Richey, Florida 34654

All electronic devices must be turned off while in the Board Room.

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

Invocation, Pledge of Allegiance

Roll Call

Public Comment

Consent

- 1 Sports Event Funding Agreement – Tampa Bay Junior Hockey, Inc. – 2025 USPHL Florida Premier Elite Division Playoffs– Hockey – AdventHealth Center Ice – \$4,968.00
File Number DMO25-0051
Comm. Dist.
Recommendation Approve
- 2 Sports Event Funding Agreement – U.S. Amateur Basketball, LLC – Multiple Basketball Events– Basketball – Wiregrass Ranch Sports Campus – \$19,200.00
File Number DMO25-0052
Comm. Dist.
Recommendation Approve
- 3 Sports Event Funding Agreement - Main Attraction Recreational Sports, LLC - Turf Wars Adult Kickball- Kickball - Wiregrass Ranch Sports Campus \$3,060.00
File Number DMO25-0053
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement – Enterprise Media LLC – Caliente Bare Dare 5K– Running– Caliente Resort – \$6,096.00
File Number DMO25-0054
Comm. Dist.
Recommendation Approve
- 5 Sports Event Sponsorship – AAFF, LLC – Presenting Partner Sponsor of the Florida Cup International – Soccer – Wiregrass Ranch Sports Campus – \$15,000.00
File Number DMO25-0055
Comm. Dist.
Recommendation Approve
- 6 Sports Event Funding Agreement – ENG Sports Inc. – ENG Invitational – Basketball – Wiregrass Ranch Sports Campus – \$12,276.00
File Number DMO25-0056
Comm. Dist.
Recommendation Approve

- 7 Host Sponsorship Agreement – Lynn Lewis Foundation Inc. – Host Destination Sponsorship for the Lewis-Bethel Invitational Pink October Games – Flag Football – Wiregrass Ranch Sports Campus – \$30,000.00

File Number DMO25-0057

Comm. Dist.

Recommendation Approve

- 8 Group Meeting Incentive Program Post Event Funding - The Munce Group - Winter Christian Product Expo- Saddlebrook Resort and Spa - \$7,000.00

File Number DMO25-0058

Comm. Dist.

Recommendation Approve

Presentations

- 9 Marketing Planning and Brand Campaign Development- Paradise Advertising & Marketing Inc.- To Present an Update on Creative and the Monthly Report

File Number DMO25-0059

Comm. Dist.

Recommendation Presentation Only

- 10 Economic Impact and Visitor Tracking Report – Downs and St. Germain Research - To Provide Economic Impact of Tourism and Visitors Profile Information for Fiscal Year 2025 Quarter 1 (October 1, 2024 - December 31, 2024)

File Number DMO25-0060

Comm. Dist.

Recommendation Presentation Only

New Business

- 11 Communications Updates - Raul Nardi - Marketing & Communications Manager - To Provide an Update on Marketing, Social Media, Website, and PR Activities

File Number DMO25-0061

Comm. Dist.

Recommendation Presentation Only

- 12 Sports Tourism Updates - Kayla Glazebrook - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities

File Number DMO25-0062

Comm. Dist.

Recommendation Presentation Only

- 13 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 DMO25-0063

Comm. Dist.

Recommendation Presentation Only

- 14 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates

File Number DMO25-0064

Comm. Dist.

Recommendation Presentation Only

Old Business

- 15 FY 2024 Treasurer's Report - Destination Management Organization - To Report Financials Reports from October 1, 2023 to September 30, 2024

File Number DMO24-0065

Comm. Dist.

Recommendation Approve

- 16 FY 2025 Q1 Treasurer's Report - Destination Management Organization - To Report Financials Reports from October 1, 2024 to December 31, 2024

File Number DMO25-0067

Comm. Dist.

Recommendation Approve

- 17 TDC Members Update – Reappointment of Bobbi Defilippis to Serve on the Tourist Development Council

File Number DMO25-0068

Comm. Dist.

Recommendation Presentation Only

Adjournment