

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

JANUARY 15, 2025

**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

Kelly Mothershead
Deputy Mayor
City of New Port Richey

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

Scott Ward
Saddlebrook Resort and Spa

Kelly Hackman
Owner, The White Heron Tea & Gifts

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 order at 9:59 a.m.

Invocation, Pledge of Allegiance

Ms. Amanda Dobson, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Dobson called the roll. All members were present.

Chairman Starkey welcomed new member Ms. Kelly Hackman to the Council and noted that Ms. DeFilippis had been reappointed to the Council.

Public Comment

Chairman Starkey called for public comment.

There was none.

Minutes - Tourism Development Council

- 1 Minutes- Tourist Development Council- To Approve August 20th, 2024
TDC Meeting Minutes
File Number DMO25-0023
Comm. Dist.
Recommendation Approve

Approved the August 20, 2024 TDC meeting minutes.

Introductions

- 2 Introducing Our Newest TDC Board Member, Kelly Hackman.
 File Number DMO25-0048
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

Consent

- 3 Sports Event Funding Agreement – Statewide Amateur Hockey of Florida, Inc.– 2025 SAHOF State Championships – Hockey - AdventHealth Center Ice – \$3,900.00
 File Number DMO25-0024
 Comm. Dist.
 Recommendation Approve

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

- 4 Sports Event Funding Agreement – Pylon 7on7 Football LLC – Pylon 7on7 One Hand Touch Tournament – Football - Wiregrass Ranch Sports Campus Fields – \$6,636.00
 File Number DMO25-0025
 Comm. Dist.
 Recommendation Approve

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

- 5 Post Event Funding Agreement – Hoopfluence, Inc.– AAU Florida Baller Bash– Basketball - Wiregrass Ranch Sports Campus – \$1,752.00
 File Number DMO25-0026
 Comm. Dist.
 Recommendation Approve

Approved the item per Staff's recommendation.

- 6 Sports Event Funding Agreement – Revel Dance Convention LLC – Revel Dance Convention – Dance –Saddlebrook Resort – \$6,576.00
File Number DMO25-0027
Comm. Dist.
Recommendation Approve

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

- 7 Sports Event Funding Agreement – Preferred Athlete Scouting Services Inc. – 2025 Southern Jam – Girls Basketball - Wiregrass Ranch Sports Campus – \$3,528.00
File Number DMO25-0028
Comm. Dist.
Recommendation Approve

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

- 8 Sports Event Funding Agreement – Triple Threat Elite Sports LLC – 2025 Top Threat Tournaments SAT Florida – Girls Lacrosse - Wiregrass Ranch Sports Campus – \$11,652.00
File Number DMO25-0029
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

- 9 Sports Event Funding Agreement – Bici Fitness LLC– Gran Fondo National Series Florida– Cycling – Start/Finish Dade City Brewhouse – \$6,768.00
File Number DMO25-0030
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

- 10 Sports Event Funding Agreement – Z Mitch LLC–AHC Memorial Day Youth Hockey Tournament – Ice Hockey – AdventHealth Center Ice – \$11,172.00
File Number DMO25-0031
Comm. Dist.
Recommendation Approve

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

- 11 Sports Event Funding Agreement – West Pasco Youth Soccer Association, Inc.– 2025 Florida Premier Spring Showcase– Soccer – Various Venues – \$10,716.00
File Number DMO25-0032
Comm. Dist.
Recommendation Approve

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

- 12 Sports Event Funding Agreement – Supreme Tournaments, LLC–NXT Pro Sports Youth Basketball Tournament– Basketball - Wiregrass Ranch Sports Campus – \$5,652.00
File Number DMO25-0033
Comm. Dist.
Recommendation Approve

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

- 13 Sports Event Funding Agreement – Bay Area Basketball Inc.–2025 Tournament of Legends Bay Area Showdown– Basketball - Wiregrass Ranch Sports Campus – \$10,056.00
File Number DMO25-0034
Comm. Dist.
Recommendation Approve

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

- 14 Sports Event Funding Agreement – Small Ball United –Small Ball United International Basketball Tournament– Basketball - Wiregrass Ranch Sports Campus – \$14,460.00
File Number DMO25-0035
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

- 15 Sports Event Funding Agreement – SUTS Report LLC–2025 Sunshine State Showdown– Basketball - Wiregrass Ranch Sports Campus – \$22,572.00
File Number DMO25-0036
Comm. Dist.
Recommendation Approve

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

- 16 Sports Event Funding Agreement – MADE Hoops LLC. –MADE Hoops Florida Clash– Basketball - Wiregrass Ranch Sports Campus – \$2,844.00
File Number DMO25-0037
Comm. Dist.
Recommendation Approve

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

- 17 Host Sponsorship Agreement – Sports Diversity Leadership Council LLC – To Host the 2025 Women's Regional Summit Florida and Mega FAM Tour – \$18,000.00
File Number DMO25-0038
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

- 18 Group Meeting Incentive Program Agreement - Saddlebrook Resort and Spa - The Professional Tennis Registry (PTR) International Racquets Conference - \$7,000.00
File Number DMO25-0039
Comm. Dist.
Recommendation Approve

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

Presentations

- 19 Resident Opinion Study – Downs and St. Germain Research - To Explore Local Residents' Perceptions of Tourism in Pasco County
 File Number DMO25-0040
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

- 20 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 Annual Report
 File Number DMO25-0041
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

- 21 Marketing Planning and Brand Campaign Development- Paradise Advertising & Marketing Inc.- To Present an Update on Creative and the Monthly Report
 File Number DMO25-0042
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

New Business

- 22 Communications Updates - Raul Nardi - Marketing & Communications Manager - To Provide an Update on Marketing, Social Media, Website, and PR Activities
 File Number DMO25-0043
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

- 23 Sports Tourism Updates - Matthew Bodganoff - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities
File Number DMO25-0044
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 24 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 DMO25-0045
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 25 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates
File Number DMO25-0046
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 26 Legislative Update - Destination Management Organization - To Provide a Legislative Update About Potential Changes to Section 125.0104, Florida Statutes
File Number DMO25-0047
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

Old Business

Mr. Collard noted his excitement and spoke regarding a tennis league, investments, that Tampa's team would be based in Pasco County, and that it could be huge for tennis and Pasco.

Chairman Starkey spoke regarding a Dreamland newspaper article, a sport complex in west Pasco, that a development plan had not been submitted, that it was currently a vision, hurdles to be met, and the belief that representation was in talks with the County.

Deputy Mayor Mothershead spoke regarding Bike Fest in Downtown New Port Richey and Chasco at the end of March.

Adjournment

The meeting adjourned at 11:13 a.m.

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