

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

SEPTEMBER 18, 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 - **Absent**

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 - **Absent**

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

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

Acting-Chairman Burgess called the meeting to order at 10:02 a.m.

Invocation, Pledge of Allegiance

Ms. Meaghan Legnini, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Legnini called the roll. All members were present with the exception of Chairman Kathryn Starkey and Mr. Mike Bishop.

Ms. Blair stated that a nomination for a Chairman and Vice-Chairman was required to proceed with the meeting.

Approved Councilman Burgess to serve as Chairman for the day.

Approved Councilman Burgess to serve as Vice-Chairman.

Public Comment

Acting-Chairman Burgess called for public comment.

There was none.

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

Approved the June 19, 2024 TDC meeting minutes.

Consent

- 2 Sports Event Funding Agreement – Z Mitch LLC – Multiple Ice Hockey Events – Ice Hockey – Advent Health Center Ice - \$2,640.00
File Number DMO24-0151
Comm. Dist.
Recommendation Approve

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

- 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

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

- 4 Sports Event Funding Agreement – Tampa Bay Junior Hockey, Inc. – 2025 USPHL Tampa Showcase – Sports – Advent Health Center Ice - \$12,180.00
File Number DMO24-0153
Comm. Dist.
Recommendation Approve

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

- 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

Approved the item per Staff's recommendation.

- 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

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

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

The item was for information only.

- 8 Marketing Planning and Brand Campaign Development – Paradise Advertising & Marketing, Inc. – To Present and 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

The item was for information only.

New Business

- 9 Marketing and Communications Updates – Raul Nardi – Marketing & Communications Manager
File Number DMO24-0158
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 10 Sports Tourism & Special Events Updates – Matt Bogdanoff – Sport & Special Events Program Coordinator
File Number DMO24-0159
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 11 Industry Relations and Sales Updates – Gaby Lajeunesse – Tourism Business Development Specialist
File Number DMO24-0160
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 12 DMO Director's Updates – Adam Thomas – Executive Director
File Number DMO24-0161
Comm. Dist.
Recommendation Presentation Only

The item was for information 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

Approved the 2025 TDC Meeting Schedule.

- 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 Pasco County - \$50,000.00
File Number DMO24-0163
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

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

Approved to receive and file the FY 2025 Business Plan submitted by Mr. Thomas.

The item was for information 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

The item was for information only.

Ms. Hayes spoke regarding a transition with a hotel and things that would come out with Skybox.

Ms. DeFilippis noted that she was excited to be attending teams with Ms. Sanchez.

Deputy Mayor Mothershead noted that New Port Richey would be working on a 100-year celebration, a project with sculptures called Tides of Time sponsored by different local residents and businesses, a Masquerade ball, and Bikefest.

Mr. Collard noted that SVB name will stay on the building and merge with the biggest tennis name in the world, social media and the viewers within 24 hours, pickleball and soccer, and providing tennis to multiple Ritz Carltons.

Mr. Ward noted that Saddlebrook started its renovation, and the meeting spaces would be completed by mid-January.

Acting-Chairman Burgess noted his appreciation for Deputy Mayor Mothershead and Mr. Ward, that he looked forward to working with the board, and expressed his appreciation towards staff.

Adjournment

The meeting adjourned at 11:35 a.m.

Prepared by: Neil Allen, Records Clerk I, Board Records Division