

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, April 16, 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

Minutes - Tourism Development Council

- 1 Minutes- Tourist Development Council- To Approve September 18th, 2024 and January 15th, 2025 TDC Meeting Minutes
File Number DMO25-0071
Comm. Dist.
Recommendation Approve

Consent

- 2 Sports Event Funding Agreement – Z Mitch, LLC –Sunshine State Challenge, AHCI Saddlebrook Sunshine Cup, and Prospects Hockey Camp – Figure Skating and Hockey – AdventHealth Center Ice – \$16,692.00
File Number DMO25-0072
Comm. Dist.
Recommendation Approve
- 3 Title Sponsorship Agreement - Viaports International LLC – Multi-Year Event Agreement for the Florida’s Sports Coast Pro-Am Beach Soccer Challenge - \$24,000.00
File Number DMO25-0073
Comm. Dist.
Recommendation Approve
- 4 Group Meeting Incentive Program Agreement - Saddlebrook Resort and Spa - The Passover 2025 - \$7,000.00
File Number DMO25-0074
Comm. Dist.
Recommendation Approve
- 5 Group Meeting Incentive Program Agreement - Saddlebrook Resort and Spa - Nihon Kohden National Sales Meeting - \$7,000.00
File Number DMO25-0075
Comm. Dist.
Recommendation Approve

Presentations

- 6 Marketing Plan Monthly Report - Paradise Advertising & Marketing Inc.- To Present Advertising Campaign Development, Media Planning, and Social Media Strategy Updates

File Number DMO25-0076
Comm. Dist.
Recommendation Presentation Only

New Business

- 7 Communications Updates - Raul Nardi - Marketing & Communications Manager - To Provide an Update on Marketing, Social Media, Website, and PR Activities
File Number DMO25-0077
Comm. Dist.
Recommendation Presentation Only
- 8 Sports Tourism Updates - Consuelo Sanchez - Tourism Deputy Director - To Present an Update on Sports Tourism and Special Events Activities
File Number DMO25-0078
Comm. Dist.
Recommendation Presentation Only
- 9 Industry Relations and Sales Update - Gaby LaJeunesse - Tourism Sales Manager - To Provide and Update of Film Commission, Industry Relations, and Group Sales
File Number DMO25-0079
Comm. Dist.
Recommendation Presentation Only
- 10 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates
File Number DMO25-0080
Comm. Dist.
Recommendation Presentation Only
- 11 Legislative Update - Destination Management Organization - To Provide an Update on the 2025 Legislative Session
File Number DMO25-0081
Comm. Dist.
Recommendation Presentation Only

Old Business

- 12 Sports Event Sponsorship Update – AAFF, LLC – To Request Additional Funding for the Florida Cup International – Soccer – Wiregrass Ranch Sports Campus – \$25,000.00
File Number DMO25-0082
Comm. Dist.

Recommendation Approve

Adjournment