

**Council Members**

Chairman, Commissioner Kathryn Starkey  
Councilman Kenneth M. Burgess, Jr., City of Zephyrhills  
Mike Bishop  
Bobbi L. DeFilippis  
Pascal Collard  
Kelly Hackman  
Rebecca Hayes  
Scott Ward

**Pasco County  
Tourist Development Council  
Wednesday, May 21, 2025  
10:00 AM**



Dade City Historic Courthouse, Board Room, 2nd Floor  
37918 Meridian Ave., Dade City, Florida 33525

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

**Invocation, Pledge of Allegiance**

**Roll Call**

**Public Comment**

**Consent**

- 1 Sports Event Sponsorship Agreement – WRHS Athletic Boosters Inc. – Title Sponsorship for the Florida's Sports Coast Stampede Sprint – Cross Country – Wiregrass Ranch Sports Campus – \$2,000.00  
**File Number** DMO25-0085  
**Comm. Dist.**  
**Recommendation** Approve
- 2 Sports Event Sponsorship Agreement – Mouratoglou Tennis Center Zephyrhills LLC - Title Sponsorship for the 2026 ITF Women's World Tennis Tour Tournament (\$75K Prize) - Mouratoglou Academy - Tennis - \$30,000.00  
**File Number** DMO25-0086  
**Comm. Dist.**  
**Recommendation** Approve
- 3 Marketing Sponsorship Agreement – Mouratoglou Tennis Center Zephyrhills LLC – FSC Brand Promotions at Mouratoglou Academy – \$15,000.00  
**File Number** DMO25-0087  
**Comm. Dist.**  
**Recommendation** Approve

#### **Presentations**

- 4 Sports Event Sponsorship Recap - American Association of Formative Football - AAFF - To Provide a Recap of the Florida Cup International  
**File Number** DMO25-0088  
**Comm. Dist.**  
**Recommendation** Presentation Only
- 5 2025 - 2026 Marketing Matching Sponsorship Program Application Cycle - Various Event Organizers - To Open the 2025 - 2026 Marketing Matching Sponsorship Program Application Cycle - \$100,000.00  
**File Number** DMO25-0089  
**Comm. Dist.**  
**Recommendation** Presentation Only
- 6 Marketing Plan Monthly Report - Paradise Advertising & Marketing Inc.- To Present Advertising Campaign Development, Media Planning, and Social Media Strategy Updates  
**File Number** DMO25-0091  
**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**            DMO25-0091  
             **Comm. Dist.**  
             **Recommendation**    Presentation Only
- 8            Sports Tourism Updates - Kayla Glazebrook - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities  
             **File Number**            DMO25-0092  
             **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**            DMO25-0093  
             **Comm. Dist.**  
             **Recommendation**    Presentation Only
- 10           DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates  
             **File Number**            DMO25-0094  
             **Comm. Dist.**  
             **Recommendation**    Presentation Only

#### **Old Business**

- 11           FY 2025 Q2 Treasurer's Report - Destination Management Organization - To Report Financials Reports from January 1, 2025 to March 31, 2025  
             **File Number**            DMO25-0095  
             **Comm. Dist.**  
             **Recommendation**
- 12           Legislative Update - Destination Management Organization - To Provide an Update on the 2025 Legislative Session  
             **File Number**            DMO25-0096  
             **Comm. Dist.**  
             **Recommendation**    Presentation Only

#### **Adjournment**