

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

NOVEMBER 20, 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

The Honorable Kelly Mothershead
Deputy Mayor - **Absent**
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 - **Absent**
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

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 10:03 a.m.

Invocation, Pledge of Allegiance

Mr. Neil Allen, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Mr. Allen called the roll. All members were present with the exception of Deputy Mayor Mothershead and Mr. Bishop who were absent.

Public Comment

Chairman Starkey called for public comment.

There was none.

Minutes – Tourism Development Counsel

There was none.

Consent

- 1 Post Event Funding Agreement – MMV USA LLC – Tampa Bay Super Cup – Soccer – Wiregrass Ranch Sports Campus and Land O Lakes Rec Center - \$5,892.00
File Number DMO25-0001
Comm. Dist.
Recommendation Approve

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

- 2 Post Event Funding Agreement – ISSA Production LLC – National Thanksgiving HoopFest – Basketball – Wiregrass Ranch Sports Campus - \$5,280.00
File Number DMO25-0002
Comm. Dist.
Recommendation Approve

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

- 3 Sports Event Funding Agreement – U.S. Amateur Basketball, LLC – State Qualifiers – Basketball – Wiregrass Ranch Sports Campus - \$2,004.00
File Number DMO25-0003
Comm. Dist.
Recommendation Approve

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

- 4 Sports Event Funding Agreement – The New Hurricane Tour, LLC – Tampa Bay Winter Junior Open – Golf – Lexington Oaks Golf Club - \$528.00
File Number DMO25-0004
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

- 5 Sports Event Funding Agreement – Tampa Bay Christmas Invitational – ENG Sports INC. – Basketball – Wiregrass Ranch Sports Campus - \$38,000.00
File Number DMO25-0005
Comm. Dist.
Recommendation Approve

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

- 6 Sports Event Funding Agreement – Special Teams University – Kyle Stelter – Special Teams U Pro Prep Camp – Football – G Sports Trinity - \$3,924.00
File Number DMO25-0006
Comm. Dist.
Recommendation Approve

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

- 7 Sports Event Funding Agreement – Foster Volleyball Clinics, INC. – 2025 New Year's Classic – Volleyball – Wiregrass Ranch Sports Campus - \$4,908.00
File Number DMO25-0007
Comm. Dist.
Recommendation Approve

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

- 8 Sports Event Funding Agreement – The Dance Academy, INC. – 2025 Acro For Autism – Dance and Gymnastics – Wiregrass Ranch Sports Campus - \$4,128.00
File Number DMO25-0008
Comm. Dist.
Recommendation Approve

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

- 9 Sports Event Funding Agreement – Tampa United Events Inc. – 2025 Gasparilla Kickoff – Volleyball – Wiregrass Ranch Sports Campus - \$11,004.00
File Number DMO25-0009
Comm. Dist.
Recommendation Approve

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

- 10 Sports Event Funding Agreement – Florida Region of USA Volleyball, INC.
– Florida Regional 18s Qualifier – Volleyball – Wiregrass Ranch Sports
Campus - \$6,156.00
File Number DMO25-0010
Comm. Dist.
Recommendation Approve

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

- 11 Sports Event Funding Agreement – Ingram's Okinawan Karate, LLC –
AAU Florida West Coast Invitational – Karate – St. Leo University -
\$1,200.00
File Number DMO25-0011
Comm. Dist.
Recommendation Approve

Approved the item per Staff's recommendation.

- 12 Sports Event Funding Agreement – Excel Events LLC – Multiple Events –
Volleyball – Wiregrass Ranch Sports Campus - \$18,948.00
File Number DMO25-0012
Comm. Dist.
Recommendation Approve

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

- 13 Sports Event Funding Agreement – S & S Events, INC. – Multiple Events
– Volleyball – Wiregrass Ranch Sports Campus - \$30,348.00
File Number DMO25-0013
Comm. Dist.
Recommendation Approve

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

Presentations

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

File Number DMO25-0014

Comm. Dist.

Recommendation Presentation Only

The item was for information only.

- 15 Destination Operations System Report – Zartico – To Provide FY 23-24 Visitor Impact Insights Report

File Number DMO25-0015

Comm. Dist.

Recommendation Presentation Only

The item was for information only.

- 16 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 4 (July 1st-September 30th)

File Number DMO25-0016

Comm. Dist.

Recommendation Presentation Only

The item was for information only.

- 17 DMO Accomplishments for FY 2024 – Adam Thomas, Executive Director – To Present A List of the DMO's FY 2024 Accomplishments

File Number DMO25-0017

Comm. Dist.

Recommendation Presentation Only

The item was for information only.

New Business

- 18 Marketing and Communications Updates – Raul Nardi – Marketing & Communications Manager
 File Number DMO25-0018
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

- 19 Sports Tourism & Special Events Updates – Kayla Glazebrook – Sport & Special Events Program Coordinator
 File Number DMO25-0019
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

- 20 Industry Relations and Sales Updates – Gaby LaJeunesse – Tourism Business Relations and Sales Manager
 File Number DMO25-0020
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

- 21 DMO's Director's Updates – Adam Thomas – Executive Director
 File Number DMO25-0021
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

Old Business

- 22 March 2025 TDC Meeting Discussion
 File Number DMO25-0022
 Comm. Dist.
 Recommendation Approve

Approved to cancel the March 2025 TDC Meeting.

Ms. Hayes congratulated staff on their awards and noted that they were busy helping people with insurance claims that were effected by the recent hurricanes.

Ms. DeFilippis congratulated staff for their awards and spoke regarding their busyness, social leisure and corporate travel, and that basketball and hockey were getting ready to come in.

Mr. Ward spoke regarding the renovations, the grand opening for the new driving range on December 10th, the golf course repair from April through November, the renovation for banquet space, and the new rooms for sale would start in April.

Mr. Collard congratulated everyone and spoke regarding the construction of the indoor facility, inquires, seven new tennis courts, and a Pre-K school in Wesley Chapel.

Discussion was held regarding accommodations; open spaces; equipment that could be removed to provide other events; and a bigger space.

Mr. Collard spoke regarding a merge in the tennis industry and rebranding.

Acting-Chairman Burgess spoke regarding Zephyrhills recovering from the hurricanes, the host of events from Sky Dive City, a classic car auction, and Zephyrhills High School football team for winning their first playoff game.

Adjournment

Chairman Starkey left the meeting at 11:05 a.m. and did not return.

The meeting adjourned at 11:36 a.m.

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