

Council Members

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

**Pasco County
Tourist Development Council
Wednesday, August 20, 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

Introduction of New TDC Member

- 1 Introduction of New TDC Member - Councilman Brian Jonas - New TDC Member Representing the City of New Port Richey
File Number DMO25-0123
Comm. Dist.
Recommendation Presentation Only

Minutes - Tourism Development Council

- 2 Minutes- Tourist Development Council- To Approve February 19th, 2025 and April 16th, 2025 TDC Meeting Minutes
File Number DMO25-0124
Comm. Dist.
Recommendation Approve

Consent

- 3 Sports Event Funding Agreement – Z Mitch LLC – The Sunshine State Synchro Classic – Ice Skating – AdventHealth Center Ice – \$4,968.00
File Number DMO25-0125
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement – Orlando Youth Hockey Association, Inc. – 2025 Barn Burner Hockey Tournament and 2026 Mid-Florida Meltdown Hockey Tournament – Hockey – AdventHealth Center Ice – \$23,424.00
File Number DMO025-0126
Comm. Dist.
Recommendation Approve
- 5 Room Night Generation Funding Agreement – Warrior Wellness Program, INC. – Warrior Wellness Program – \$7,000.00
File Number DMO25-0127
Comm. Dist.
Recommendation Approve
- 6 Marketing Matching Sponsorship Program Agreements – Various Event Organizers – FY2026 Applications – Festival and Events – Various Venues – \$99,972.00
File Number DMO25-0128
Comm. Dist.
Recommendation Approve

Presentations

- 7 The Greater Pasco Chamber of Commerce Presentation with Jamie Minotti
File Number DMO25-0129
Comm. Dist.
Recommendation Presentation Only
- 8 Interactive Snorkel Reef Presentation - Guardian Memorial Reefs - To Present Potential Partnership Opportunity to Develop Artificial Reefs in Pasco's Waters
File Number DMO25-0130
Comm. Dist.
Recommendation Presentation Only
- 9 Economic Impact and Visitor Tracking Report – Downs and St. Germain Research - To Provide Economic Impact of Tourism and Visitors Profile Information for Fiscal Year 2025 Quarter 3 (April 1, 2025 - June 30, 2025)
File Number DMO25-0131
Comm. Dist.
Recommendation Presentation Only
- 10 Marketing Planning and Creative Update - Paradise Advertising & Marketing Inc.- To Present the Monthly Report
File Number DMO25-0132
Comm. Dist.
Recommendation Presentation Only

New Business

- 11 Communications Updates - Raul Nardi - Marketing & Communications Manager - To Provide an Update on Marketing, Social Media, Website, and PR Activities
File Number DMO25-0133
Comm. Dist.
Recommendation Presentation Only
- 12 Sports Tourism Updates - Kayla Glazebrook - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities
File Number DMO25-0134
Comm. Dist.
Recommendation Presentation Only
- 13 Industry Relations and Sales Update - Gaby LaJeunesse - Tourism Sales Manager - To Provide and Update of Film Commission, Industry

Relations, and Group Sales

File Number DMO25-0135

Comm. Dist.

Recommendation Presentation Only

- 14 DMO Director's Updates - Adam Thomas - Executive Director - To
Provide STR and TDT Revenue Updates

File Number DMO25-0136

Comm. Dist.

Recommendation Presentation Only

Old Business

Adjournment