

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

FEBRUARY 19, 2025

**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.

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM, 1ST FLOOR
8731 CITIZENS DRIVE, NEW PORT RICHEY, FLORIDA 34654**

Commissioner Kathryn Starkey
Chairman

The Honorable Kenneth M. Burgess, Jr.
Council President, City of Zephyrhills
Vice-Chairman

Kelly Mothershead - **Absent**
Deputy Major, City of New Port Richey

Bobbi L. DeFilippis
SpringHill Suites Marriott Tampa

Mike Bishop
Director of Stakeholder Engagement
For the Pasco EDC

Pascal Collard - **Absent**
CEO of Sarah Vande Berg
Tennis and Wellness Center

Rebecca Hayes - **Absent**
General Manager of the Residence Inn

Kelly Hackman
Owner, The White Heron Tea & Gifts
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

Call To Order

Chairman Starkey called the meeting to order at 10:02 a.m.

Invocation, Pledge of Allegiance

Ms. Kayla Zine, Deputy Clerk, gave the invocation and led the Pledge of Allegiance to the Flag.

Chairman Starkey spoke regarding an update to the invocation that would be coming.

Roll Call

Ms. Zine called the roll. All members were present with the exception of Ms. Mothershead, Mr. Collard, and Ms. Hayes who were absent.

Public Comment

Chairman Starkey called for Public Comment.

There was none.

Consent

Approved the Consent Agenda which included items 3, 4, and 7.

- 1 Sports Event Funding Agreement – Tampa Bay Junior Hockey, Inc. –
2025 USPHL Florida Premier Elite Division Playoffs– Hockey –
AdventHealth Center Ice – \$4,968.00
File Number DMO25-0051
Comm. Dist.
Recommendation Approve

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

- 2 Sports Event Funding Agreement – U.S. Amateur Basketball, LLC – Multiple Basketball Events– Basketball – Wiregrass Ranch Sports Campus – \$19,200.00
File Number DMO25-0052
Comm. Dist.
Recommendation Approve

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

- 3 Sports Event Funding Agreement - Main Attraction Recreational Sports, LLC - Turf Wars Adult Kickball- Kickball - Wiregrass Ranch Sports Campus \$3,060.00
File Number DMO25-0053
Comm. Dist.
Recommendation Approve

The item was approved as part of the Consent Agenda.

- 4 Sports Event Funding Agreement – Enterprise Media LLC – Caliente Bare Dare 5K– Running– Caliente Resort – \$6,096.00
File Number DMO25-0054
Comm. Dist.
Recommendation Approve

The item was approved as part of the Consent Agenda.

- 5 Sports Event Sponsorship – AAFF, LLC – Presenting Partner Sponsor of the Florida Cup International – Soccer – Wiregrass Ranch Sports Campus – \$15,000.00
File Number DMO25-0055
Comm. Dist.
Recommendation Approve

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

- 6 Sports Event Funding Agreement – ENG Sports Inc. – ENG Invitational – Basketball – Wiregrass Ranch Sports Campus – \$12,276.00

File Number DMO25-0056
Comm. Dist.
Recommendation Approve

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

- 7 Host Sponsorship Agreement – Lynn Lewis Foundation Inc. – Host Destination Sponsorship for the Lewis-Bethel Invitational Pink October Games – Flag Football – Wiregrass Ranch Sports Campus – \$30,000.00
File Number DMO25-0057
Comm. Dist.
Recommendation Approve

The item was approved as part of the Consent Agenda.

- 8 Group Meeting Incentive Program Post Event Funding - The Munce Group - Winter Christian Product Expo- Saddlebrook Resort and Spa - \$7,000.00
File Number DMO25-0058
Comm. Dist.
Recommendation Approve

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

Presentations

- 9 Marketing Planning and Brand Campaign Development- Paradise Advertising & Marketing Inc.- To Present an Update on Creative and the Monthly Report
File Number DMO25-0059
Comm. Dist.
Recommendation Presentation Only

The item was for information only.

- 10 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 1 (October 1, 2024 - December 31, 2024)
File Number DMO25-0060
Comm. Dist.
Recommendation Presentation Only

The item was for information 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 DMO25-0061
 Comm. Dist.
 Recommendation Presentation Only

The item was for information 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 DMO25-0062
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

- 13 Industry Relations and Sales Update - Gaby LaJeunesse - Tourism Business Development Specialist - To Provide and Update of Film Commission, Industry Relations, and Group Sales
 File Number DMO25-0063
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

- 14 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates
 File Number DMO25-0064
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

Old Business

- 15 FY 2024 Treasurer's Report - Destination Management Organization - To Report Financials Reports from October 1, 2023 to September 30, 2024
 File Number DMO24-0065
 Comm. Dist.
 Recommendation Approve

The item was for information only.

- 16 FY 2025 Q1 Treasurer's Report - Destination Management Organization - To Report Financials Reports from October 1, 2024 to December 31, 2024
 File Number DMO25-0067
 Comm. Dist.
 Recommendation Approve

The item was for information only.

- 17 TDC Members Update – Reappointment of Bobbi Defilippis to Serve on the Tourist Development Council
 File Number DMO25-0068
 Comm. Dist.
 Recommendation Presentation Only

The item was for information only.

Mr. Thomas spoke regarding the International Trade and Tourism Day at Starkey Market, the chair of the committee, where Ms. Sanchez was, upcoming travel, Sports Europe and who would be in attendance, the International Pow Wow, and that they would be partnering with Saddlebrook.

Chairman Starkey spoke regarding her background, the International Economic Development Program, her first trade mission to Peru, that she had lived in four other countries, family members who had international import and export manufacturing businesses, National Association of Academies, that she chaired the International Economic Development Task Force, National Association of Counties, AmSkills and trips she's led, that the County entered into a Friendship Agreement with Gernersheim Germany, the River Ridge High School German Program, the New Port Richey Rotary and the international business members, a swap of employees for three weeks, raffle tickets at the event at Starkey Market, a trip to London, the natural Florida in Pasco County, events at the Starkey Cultural Center, the event planner, an outdoor adventure expo, a special screening, and previous events.

Discussion was held regarding a cross-joint marketing campaign; a boat rental company; Island Paradise; the development of a business on the river; the loss of a big tour operator; Catches boat rental club; and locations that promoted bike rentals.

Ms. Hackman spoke regarding the Chasco dates, a survey from the residents in the County, the Second Annual Chalk Art on Main, and the 11th Annual Loquat Festival.

Discussion followed regarding the loquat trees in Gulf Harbors.

Mr. Ward spoke regarding an update on the Saddlebrook renovations.

Discussion was held regarding the room renovations; Dempsey's Too Restaurant; and the golf course renovations.

Mr. Burgess spoke regarding the Pigs in Z'hills Event, the upcoming Founders Day, and the new Hercules Park in Zephyrhills.

Discussion followed regarding former employee Ms. Tina Russo working for DOT; the trail on 52 and 301; the Tree Mitigation Fund; wayfinding; that there was no signage or branding; and the Orange Belt Trail.

Adjournment

The meeting adjourned at 11:39 a.m.

Prepared by: Jessica Faircloth, Records Clerk III, Board Records Division