

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

APRIL 16, 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

Kelly Mothershead
Deputy Mayor
City of New Port Richey

Rebecca Hayes
General Manager of the Residence Inn
Wesley Chapel

Mike Bishop
Director of Stakeholder Engagement
For the Pasco EDC

Pascal Collard
CEO of Sarah Vande Berg
Tennis and Wellness Center

Bobbi L. DeFilippis – **Absent**
SpringHill Suites Marriott Tampa

Kelly Hackman
Owner; The White Heron Tea & Gifts

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 10:01 a.m.

Invocation, Pledge of Allegiance

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

Roll Call

Ms. Zine called the roll. All members were present with the exception of Ms. Bobbi DeFilippis who was absent.

Public Comment

Chairman Starkey called for public comment.

There was none.

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

Approved the September 18, 2024 and the January 15, 2025 TDC meeting minutes.

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

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

- 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

Approved Staff's recommendation.

- 4 Group Meeting Incentive Program Agreement - Saddlebrook Resort and Spa - The Passover 2025 - \$7,000.00

File Number DMO25-0074

Comm. Dist.

Recommendation Approve

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

- 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

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

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

The item was for information 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

The item was for information 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

The item was for information 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

The item was for information 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

The item was for information 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

The item was for information 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

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

Adjournment

Mr. Collard spoke regarding the grand opening for the rebranding, who would be in attendance, pickleball, and a new tennis league.

Mr. Ward spoke regarding the pool and renovations at Saddlebrook.

Mr. Burgess spoke regarding partners and opportunities to work with Bauducco.

Ms. Mothershead noted that it was her last meeting, that she was running for Mayor next year, and the new representative.

Ms. Hayes spoke regarding a new menu for the Skybox and an upcoming customer appreciation event.

Chairman Starkey spoke regarding the ribbon cutting for the new trail at Sunwest, the inaugural race, and the importance of cleaning up the blight and the Code.

The meeting adjourned at 11:10 a.m.

Prepared by: Nevaeh Wilkes, Records Clerk I, Board Records Division