

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

ANNOTATED AGENDA

MAY 21, 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.

**HISTORIC PASCO COUNTY COURTHOUSE, BOARD ROOM, 2ND FLOOR
37918 MERIDIAN AVENUE, DADE CITY, FL 33525**

Commissioner Kathryn Starkey
Chairman

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

Scott Ward
Saddlebrook Resort and Spa

Rebecca Hayes
Residence Inn Wesley Chapel

Mike Bishop
Pasco Economic Development Council

Bobbi L. DeFilippis
SpringHill Suites Marriott Tampa

Kelly Hackman
The White Heron Tea & Gifts

Pascal Collard
Sarah Vande Berg Tennis and
Wellness Center

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. Nevaeh Wilkes, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Wilkes called the roll. All members were present with the exception of Mr. Bishop who was absent.

Public Comment

Chairman Starkey called for public comment.

There was none.

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

Approved Staff's recommendation.

- 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

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

- 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

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

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

The item was for information 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

The item was for information 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

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 DMO25-0091

Comm. Dist.

Recommendation Presentation Only

The item was for information 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

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 DMO25-0093

Comm. Dist.

Recommendation Presentation Only

The item was not heard.

- 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

The item was for information 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

The item was for information only.

12 Legislative Update - Destination Management Organization - To Provide an Update on the 2025 Legislative Session

File Number DMO25-0096

Comm. Dist.

Recommendation Presentation Only

The item was for information only.

Adjournment

Mr. Collard spoke regarding the opening day, his excitement for next year, and contracts signed to fully book for the next 10 years.

Mr. Ward spoke regarding services out at Saddlebrook for renovations.

Ms. Hayes spoke regarding the new menu at the Skybox Rooftop Bar, gratitude to Staff for receiving retail information, and a guide for foot traffic.

Chairman Starkey spoke regarding plans from the Porter family, parking, the newest additions downtown, a contract for apartments, a complex down Grand Boulevard, form-based code, development, and an attempted triathlon.

Discussion was held regarding the grand opening; gratitude for the invitations; the Starkey market; the Local Organization Committee logistics; partners throughout the County; a possible triathlon; and the event information for the next day.

The meeting adjourned at 11:03 a.m.

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