

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
Erica Brodanax
Alexis Doyle

**Pasco County
Tourist Development Council
Wednesday, November 19, 2025
10:00 AM**



West Pasco Government Center, Board Room, 1st Floor
8731 Citizens Drive, New Port Richey, Florida 34654

All electronic devices must be turned off while in the Board Room.

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 - Erica Broadnax - Director of Sales for Peach Tree Hospitality
File Number DMO26-0023
Comm. Dist.
Recommendation Presentation Only

Minutes - Tourism Development Council

- 2 Minutes- Tourist Development Council- To Approve May 21st, 2025 TDC Meeting Minutes
File Number DMO26-0024
Comm. Dist.
Recommendation Approve

Consent

- 3 Sports Event Sponsorship Agreement – University of North Carolina Greensboro– Lake Jovita Collegiate Presented by Florida’s Sports Coast – Golf – Lake Jovita Golf & Country Club– \$6,000.00
File Number DMO26-0025
Comm. Dist.
Recommendation Approve
- 4 Sports Event Funding Agreement – West Pasco Youth Soccer Association, Inc. – Florida Premier FC Spring Showcase 2026 – Soccer – Multiple Venues – \$10,284.00
File Number DMO26-0026
Comm. Dist.
Recommendation Approve
- 5 Sports Event Funding Agreement –Excel Events LLC– Multiple Events– Volleyball – Wiregrass Ranch Sports Campus of Pasco County– \$12,612.00
File Number DMO26-0027
Comm. Dist.
Recommendation Approve
- 6 Group Meeting Incentive Program – Saddlebrook Resort / GTGgives Inc. - The Good Time Gang Cigar Club Conference - \$7,000.00.

File Number DMO26-0028
Comm. Dist.
Recommendation Approve

Presentations

- 7 Marketing Planning and Creative Update - Paradise Advertising & Marketing Inc.- To Present the Monthly Report
File Number DMO26-0029
Comm. Dist.
Recommendation Presentation Only
- 8 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 4 (July 1, 2025 - September 30, 2025)
File Number DMO26-0030
Comm. Dist.
Recommendation Presentation Only

New Business

- 9 Communications Updates - Raul Nardi - Marketing & Communications Manager - To Provide an Update on Marketing, Social Media, Website, and PR Activities
File Number DMO26-0031
Comm. Dist.
Recommendation Presentation Only
- 10 Sports Tourism Updates - Ariana Infante - Sports & Special Events Program Coordinator - To Present an Update on Sports Tourism and Special Events Activities
File Number DMO26-0032
Comm. Dist.
Recommendation Presentation Only
- 11 Industry Relations and Sales Update - Gaby LaJeunesse - Tourism Sales Manager - To Provide and Update of Film Commission, Industry Relations, and Group Sales
File Number DMO26-0033
Comm. Dist.
Recommendation Presentation Only
- 12 DMO Director's Updates - Adam Thomas - Executive Director - To Provide STR and TDT Revenue Updates
File Number DMO26-0034

Comm. Dist.

Recommendation Presentation Only

- 13 2026 Legislative Session Update – Adam Thomas, Executive Director –
Presentation on Potential Changes to Tourist Development Tax (TDT)
Legislation in the Upcoming 2026 Session

File Number DMO26-0035

Comm. Dist.

Recommendation Presentation Only

Old Business

- 14 FY 2025 Treasurer's Report - Adam Thomas, Executive Director -
Presentation of Revenue and Expense Summary for October 1, 2024
through September 30, 2025

File Number DMO26-0036

Comm. Dist.

Recommendation Approve

Adjournment