

**TOURIST DEVELOPMENT COUNCIL**

**ANNOTATED MINUTES**

**NOVEMBER 15, 2017**

**PREPARED IN THE OFFICE OF  
PAULA S. O'NEIL, CLERK & COMPTROLLER**

**9:30 A.M.**

**THE MINUTES WERE PREPARED IN AGENDA ORDER  
AS PUBLISHED AND NOT IN THE ORDER  
IN WHICH THE ITEMS WERE HEARD**

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM  
8731 CITIZENS DRIVE, NEW PORT RICHEY, FL 34654**

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**Tourist Development Council Members**

The Honorable Kathryn Starkey  
Chairman, BCC

The Honorable Camille Hernandez  
Vice-Chair, Mayor, City of Dade City

The Honorable Chopper Davis  
Councilman, City of New Port Richey

Lisa Roberts Brill - **ABSENT (Excused)**  
Homewood Suites Tampa/Port Richey

Adam Friedrich  
Holiday Inn Express & Suites Trinity

Thomas Dempsey  
Saddlebrook Resort

Piyush Mulji - **ABSENT**  
Hampton Inn Dade City / Zephyrhills

Adam Sala –  
Treehoppers Aerial Adventure Park

**Legal Staff:**

Elizabeth Blair  
Senior Assistant County Attorney

**Staff:**

Adam Thomas  
Director, Visit Pasco County

Consuelo Sanchez  
Project Manager, Tourism Development

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**I. CALL TO ORDER**

Chairman Starkey called the meeting to order at 9:34 a.m.

**II. Invocation**

**III. Pledge of Allegiance**

Ms. Katie McCormick, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

**IV. Roll Call**

Ms. McCormick called the roll. All members were present with the exception of Ms. Lisa Roberts Brill and Mr. Piyush Mulji.

**V. ADOPTION OF AGENDA**

**VI. OPEN TO THE PUBLIC**

Chairman Starkey called for public comment. There was none.

**VII. APPROVE THE MINUTES OF MEETING /ATTENDANCE**

**A. Approve October 18, 2017 TDC Minutes as presented**

**Motion to approve** the October 18, 2017 Minutes; motion carried.

**B. Attendance**

Ms. Lisa Roberts Brill's absence was excused.

**VIII. PRESENTATIONS**

**A. Sports Event Sponsorship Agreement – My Hockey Tournaments, LLC**

Ms. Sanchez gave a brief report on the Tampa Fall Classic event which included the room nights and the teams. She stated they wanted to sponsor the upcoming January event up to the amount of \$2,400.00.

Discussion was held regarding room nights outside of Pasco County and location of the event.

**Motion to approve** Staff's recommendation to sponsor the event up to the amount of \$2,400.00; motion carried.

**B. Sports Event Sponsorship Agreement – Torhs 2Hot4Ice, LLC**

Ms. Consuelo Sanchez introduced the item.

Mr. Joe Bertaccini and Mr. Ryan Beilsten stepped forward to present their request.

Mr. Berticini reviewed their teams and their events, an Event Map, marketing plan, live stream, commercial spots, economic impact, and their request.

Discussion was held regarding commercials; marketing for Pasco County and things to do in the County prior to and at the event; an upcoming Wiregrass Sports Complex event; room nights for Pasco County; partner hotels in Pasco County; the previous year event agreement; suggestion of a multi-year agreement; families and teams traveling for the event; the Florida Hospital Center Ice facility and events; the Chamber of Commerce; cost factors; other avenues for funding; and the use of the rinks for the event at Florida Hospital Center Ice.

**Motion to approve** Staff's recommendation to sponsor the event up to the amount of \$25,000.00; motion carried.

**IX. NEW BUSINESS**

**A. RFP Solicitation: Full Service Advertising Agency to Re-Brand and Re-Position Visit Pasco as a must see tourism destination.**

Mr. Thomas spoke regarding the request and noted previous discussions pertaining to the re-branding of Pasco.

**Motion to approve** Staff to move forward with hiring a Full Service Advertising Agency to Re-Brand and Re-Position Visit Pasco; motion carried.

**B. Discuss and Motion: Solicit a Tourism Strategist to help facilitate and plan Visit Pasco's Destination Assessment and Three Year Strategic Tourism Plan Revision effort.**

Mr. Thomas spoke regarding the Tourist Development Plan, strategic goals, Mr. Don Anderson with the DCG-Destination Consulting Group, the fiscal impact, the Destination Next Assessment, and the request to move forward with Mr. Anderson in "piggy-backing" off of Citrus County's contract and the amount.

Discussion was held regarding “piggy-backing” on Citrus County’s contract and the direction of Tourism.

**Motion to approve** to move forward with Mr. Don Anderson of the DCG-Destination Consulting Group; motion carried.

## **X. UNFINISHED BUSINESS**

### **A. Projects Report Update**

Mr. Thomas spoke regarding the default letter sent to KSE Lacrosse, LLC.

Discussion was held regarding the response to the letter; a conference call with KSE Lacrosse, LLC; requested information from KSE Lacrosse, LLC; the breach to the agreement; options to move forward; direction for Staff, and a suggestion for the future to reimburse as opposed to paying up front.

**Motion to approve** to direct Staff to renegotiate the contract for a reduced amount, next year’s agreement, and to bring it to the Board for execution; motion carried.

### **B. Events Update**

Mr. Thomas spoke regarding the FWC and the potential scalloping season for the following year.

Discussion was held regarding who would attend the FWC annual meeting in December; the economic impact of scalloping for neighboring counties; and the estimated date range for the potential season.

This was for information only. No action was taken.

Mr. Thomas spoke regarding a Bill that had not yet been sponsored by the Senate pertaining to the usage of TDT revenue.

Discussion was held regarding concerns with uses for the funds; and the previous effort which pertained to law enforcement.

This was for information only. No action was taken.

Ms. Consuelo Sanchez spoke regarding highlights of events which included the Skate for Hope, the Sunshine State Games, the Florida Hospital Center Ice funding

agreement, the Treasurer's report, the Grand Opening Ceremony for Starkey Ranch, and the Florida Sports Foundation reception.

Discussion was held regarding non-compliance of Skate for Hope with the agreement; the need for a local rugby club to sponsor the Sunshine State Games; the funding agreement for Florida Hospital Center Ice; a conversation pertaining to pitch the location of Sun West for beach rugby; and the Crystal Lagoon.

This was for information only. No action was taken.

Mr. Thomas spoke regarding Destination International.

This was for information only. No action was taken.

## **XI. DIRECTOR/MEDIA REPORT**

### **A. Destination Update**

Mr. Thomas spoke regarding the monthly STR comparison for September, that the numbers were skewed due to Hurricane Irma, and the annual comparison.

Discussion was held regarding room nights and growth.

### **B. Social Media Update**

Mr. Thomas spoke regarding the P.A.S.C.O. acronym for Pasco Amateur Sports Commission Office and the Facebook page, posting live images and videos of events, and Instagram postings.

## **XII. OTHER BUSINESS BY COUNCIL MEMBERS**

Chairman Starkey spoke regarding the December meeting which was historically cancelled.

Discussion was held regarding who to contact if an emergency meeting was needed.

**Motion to approve** to cancel the December 20, 2017 meeting unless there was an emergency.

Chairman Starkey led discussion regarding updates from the Cities of New Port Richey and Dade City. Discussion would be held in the future after the Cities met with Mr. Thomas.

Chairman Starkey led discussion regarding a joint meeting the County held between Port Richey and New Port Richey and the topics discussed which included a boardwalk/sidewalk.

Discussion was held regarding the City Ordinances to allow golf carts; previous MPO meeting discussions pertaining to golf carts; a suggestion for the Board to be updated with discussions pertaining to projects related to Tourism; the wayfinding project; and the hiring of Mr. Brandan Fitterer.

Mr. Adam Sala gave an update on Scream-A-Geddon.

### **XIII. OPEN TO THE PUBLIC**

There was no public comment.

### **XI. ADJOURNMENT**

The meeting adjourned at 11:04 a.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
NOVEMBER 15, 2017



*Office of Paula S. O'Neil, Clerk & Comptroller*

Prepared by: Jessica L. Floyd  
Jessica L. Floyd, Records Clerk I  
Board Records Division