

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

ANNOTATED MINUTES

MAY 16, 2018

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

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

9:30 A.M.

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

Tourist Development Council

The Honorable Mike Moore
Chairman, BCC

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

The Honorable Chopper Davis
Councilman, City of New Port Richey

Mike Kidd – **ABSENT**
Hilton Garden Inn, Lutz

Judy Sutton – **ABSENT**
Quality Inn, Port Richey

Robert Riehle
Saddlebrook Resort

Piyush Mulji
Hampton Inn Dade City/ Zephyrhills

Wendy Longman
Windsong Charters

Greg Lenner
Shoppes at Wiregrass

Staff:

Adam Thomas
Director, Visit Pasco County

Legal Staff:

Elizabeth Blair
Senior Assistant County Attorney

Consuelo Sanchez
Project Manager

Shelly Bandy
Project Coordinator III

A. CALL TO ORDER

Chairman Moore called the meeting to order at 9:31 a.m.

Invocation Pledge of Allegiance

Ms. Shannon Egbert, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Egbert called the roll. All members were present with the exception of Mr. Mike Kidd and Ms. Judy Sutton who were absent.

B. OPEN TO THE PUBLIC

None was held.

C. APPROVE THE MINUTES OF MEETING (Chairman Moore)

- C-1. Approve March 28th TDC Minutes as presented**
- C-2. Approve April 18th TDC Minutes as presented**

The Board approved the Minutes from the March 28, 2018 meeting and the April 18, 2018 meeting.

D. ADJOURNMENT

The meeting was adjourned at 9:33 a.m.

The Tourism Development Plan Workshop immediately followed.

3-YEAR STRATEGIC TOURISM DEVELOPMENT PLAN WORKSHOP (Don Anderson)

9:30 A.M. Opening Remarks and Introductions

Mr. Adam Thomas, Tourism Director, introduced Mr. Don Anderson, Destination Consulting Group, and Mr. Jack Wert, Executive Director of the Naples/Marco Island Convention and Visitors Bureau.

Mr. Don Anderson, Destination Consulting Group, gave a brief synopsis of what the TDC members would discuss during the workshop and the purpose of the workshop.

The item was for information only. No action was taken.

9:45 Overview of Strategic Tourism Planning

Mr. Don Anderson, Destination Consulting Group, gave an overview of Strategic Tourism Planning using a PowerPoint presentation. He stated that the County's Strategic Plan did not neglect tourism. The major functions would always be marketing, sales, and services. The focus of the Office of Tourism Development was all about demand, enhanced visitor experience, to communicate locally on why tourism was important, and the value and performance.

The item was for information only. No action was taken.

10:00 DestinationNEXT Research and Pasco County Tourism Development and Community Engagement Survey Results Assessment

Mr. Don Anderson, Destination Consulting Group, reviewed the survey results using a PowerPoint presentation. The results from the survey showed that Pasco County was in the Explorers category which was a "developing destination with weak community engagement" and the intent would be for Pasco County to be in the Trailblazers category which was a "developed destination with strong community engagement." He spoke regarding the destination strength report card and the community support and engagement report card.

Mr. Jack Wert, Executive Director of the Naples/Marco Island Convention and Visitors Bureau, spoke regarding the importance of development in the County and visitor experience.

Discussion followed regarding the importance of unity in the County among the team; long-term planning; community support and communication; main attractions of the

County; training for hoteliers to know about future events; and vacation schedules for families when they visit the County.

The item was for information only. No action was taken.

10:45 Refreshment Break

THE MEMBERS RECESSED AT 10:43 A.M. AND RECONVENED AT 10:48 A.M. ALL MEMBERS WERE PRESENT WITH THE EXCEPTION OF MR. MIKE KIDD AND MS. JUDY SUTTON WHO WERE ABSENT.

10:55 Determination of Pasco County Tourism/Visit Pasco Major Issues and Challenges

Mr. Don Anderson, Destination Consulting Group, reviewed the item using a PowerPoint presentation. He spoke regarding the destination brand identity, the County/community accessibility and mobility improvements, in-State feeder markets, new tourism/destination funding, community downtown revitalization, new attraction development potential, new tourism partnerships, event development/marketing, tourism awareness and engagement, the hospitality needs assessment and future opportunities, strengthening the online presence, and new special interest/leisure markets.

Discussion followed regarding branding throughout Tampa Bay and Pasco County; target marketing; family itineraries; the members felt the top five challenges that needed to be addressed were branding, new attraction and event development along with wayfinding, new interest/leisure, higher tourism awareness and engagement, and strength of online marketing; the need for more public transportation; and planting a seed for visitors in surrounding markets to visit Pasco on their next visit.

The item was for information only. No action was taken.

11:30 Evaluation of Pasco County Tourism Vision

Mr. Don Anderson, Destination Consulting Group, reviewed Pasco County Tourism Vision using a PowerPoint presentation. He spoke regarding the current vision statement, the current mission statement, the future mission guiding principles, the strategic goals, the tourism initiatives and destination marketing, the development strategies, and team unity within the County.

Discussion followed regarding the current mission statement; the three year strategic plan; a capital improvement plan; destination branding; email/social media marketing for

hoteliers; a Visit Pasco welcome message at check-ins; live videos of development in the County; and the importance of community communication.

The item was for information only. No action was taken.

11:50 Nest Steps and Closing Remarks

Mr. Don Anderson, Destination Consulting Group, reviewed the next steps using a PowerPoint presentation. June 20, 2018 would be the next TDC meeting.

Discussion followed regarding members to attend different conferences and events; an accreditation program; a Kia Fest event advertised in the May/June article of the Tampa Bay Magazine; and a Wiregrass Sports Complex kick-off event which would be held on June 7, 2018 at 10:00 a.m.

The item was for information only. No action was taken.

12:00 P.M. Adjournment

The workshop adjourned at 11:47 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
MAY 16, 2018



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

Prepared by: Shannon Egbert
Shannon Egbert, Records Clerk I
Board Records Division