

TOURIST DEVELOPMENT COUNCIL

ANNOTATED MINUTES

FEBRUARY 21, 2018

**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**

Tourist Development Council Members:

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
Hilton Garden Inn, Lutz

Judy Sutton
Quality Inn, Port Richey

Thomas Dempsey
Saddlebrook Resort

Piyush Mulji
Hampton Inn Dade City / Zephyrhills

Adam Sala
Treehoppers Aerial Adventure Park

Wendy Longman
Windsong Charters

Staff:
Adam Thomas
Director, Visit Pasco County

Legal Staff:

Elizabeth Blair
Senior Assistant County Attorney

Consuelo Sanchez
Program Manager

Brendan Fitterer
Public Communications Specialist

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. Donalee Schmidt, Deputy Clerk, gave the invocation and led the Pledge of Allegiance.

Roll Call

Ms. Schmidt called the roll. All members were present.

B. INTRODUCTIONS (Chairman Moore)

B-1. Welcome Commissioner Moore, Mike Kidd, Judy Sutton, and Captain Wendy Longman

Each Board member introduced themselves and spoke regarding their business.

C. OPEN TO THE PUBLIC

There was no public comment.

D. TDC OPERATIONAL REVIEW & RULES

Chairman Moore spoke regarding the manner in which he chaired meetings.

D-1. Roberts Rules of Order (Chairman Moore)

Chairman Moore reviewed the procedures which would be followed.

**D-2. Public Records/Sunshine Law and Ethics
(Elizabeth Blair, Sr. Asst. County Attorney)**

Ms. Blair introduced herself and reviewed information that was provided in the packet. She briefly discussed the Sunshine Law, Public Records, and Ethics and advised the Board Members to contact her if they had any questions.

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

E. APPROVE MINUTES OF MEETING

E-1. Approve November 15th TDC Minutes as presented

The Board approved the minutes from November 15, 2017.

F. PRESENTATIONS

F-1. Don Anderson (DCG) – Orientation for Pasco's next Three Year Strategic Tourist Development Plan

Mr. Anderson, Executive Partner with Destination Consultancy Group, noted the document that had been distributed and reviewed his background. He spoke regarding his associate, Mr. Gary Sherwin, who would accompany him in the future and began his presentation. Key topics included that the office was going through a branding exercise, connecting with visitors, the strategic plan indications, the DMO's across the country, communication with stakeholders, the DestinationNEXT survey, personal interviews, planned future workshops, that Staff would be included in the approach, a review of the deliverables, that there would be one page visual documents with detailed analytical documents attached, and that he looked forward to meeting with each of the Board Members and spending time in Pasco County.

Discussion was held regarding the future scheduling of meetings.

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

F-2. Consuelo Sanchez – Sports Event Sponsorship Agreement – AJGA Junior at Saddlebrook

Ms. Sanchez reviewed the item and event details. She noted Staff's recommendation and that it would be a performance based agreement.

Ms. Blair explained that Mr. Dempsey would have a conflict of interest and that he was welcome to discuss the item; however, he would have to abstain from the vote.

Mr. Dempsey spoke regarding the event, his grandson, and the Saddlebrook Prep School.

The Board approved the item per Staff's recommendation with Mr. Dempsey abstaining from the vote due to a conflict of interest.

F-3. Neil La Rose – Sports Event Sponsorship Agreement – Full Throttle

Ms. Sanchez stated that the item had been withdrawn. She noted the event would be held at Sunwest Park and that they would not be partnering with them with funds but they would provide coordination with hotels.

The item was withdrawn and no action was taken.

G. NEW BUSINESS (Adam Thomas, Director)

G-1. Florida Association of Destination Marketing Organization (FADMO) – LEGISLATIVE POSITIONS

Mr. Thomas reviewed summaries of the items, that the bills that came up every year, that FADMO was against G-1.1, G-1.2, and G-1.3, a brief summary of G-1.1, and he asked the Board for direction regarding their position on the items.

Discussion was held regarding whether they would take a position on the items; concerns regarding affects on the non-elected officials; the appreciation of the constant flow of information; and concerns regarding the legislation that would allow tourism tax funds to be used on roads.

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

G-1.1. HB 3/SB 1714: Economic Development and Tourism Promotion Accountability

Mr. Thomas spoke regarding the item and gave a brief summary of the Bill for the Board members.

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

G-1.2. HB 585/SB 658: Tourist Development Tax Expansion

Mr. Thomas spoke regarding the item and gave a brief summary of the Bill for the Board members. He noted that the Bill had been amended at the Senate level, that it only applied to certain tourism development councils or destinations, and that it did not currently apply to Pasco County.

Discussion was held regarding concerns that each Bill had multiple items within them.

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

G-1.3. HB 815/SB 1180: County and Municipal Public Officer Transparency

Mr. Thomas briefly reviewed the item for the Board.

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

G-2. Review & Approve

G-2.1. Office Relocation – Cost Analysis, Reimbursement, Office Layout/Location and Move Date

Mr. Thomas reviewed the item and the information that was provided in the packet. He noted that the relocation would be more accessible for guests and industry partners, that the move in date would be either the end of April or beginning of May, and that he requested approval.

Discussion was held regarding the accessibility and opportunity for the new location.

The Board approved the item per Staff's recommendation.

G-2.2. Draft Business Plan – Revenue, Expenditures, Additional Cars and Staff Restructuring Proposal)

Mr. Thomas reviewed the item, the information that was provided in the packet, and the Staff proposal to become a Destination Management Organization. He requested approval of the draft business and restructuring plans and noted that it would change after the three year strategic plan was finalized.

Discussion was held regarding what was before the Board; recent changes; and support.

The Board approved the item per Staff's recommendation.

H. UNFINISHED BUSINESS (Consuelo Sanchez, Program Manager)

H-1. Projects Report Update

Mr. Thomas reviewed the information that was provided in the packet. He spoke regarding recent events, that the RFP was out on the street for rebranding, and the Dick's Tournament of Champions sponsorship reduction from \$90,000 to \$20,000 with the requirement to submit an annual evaluation and post event report.

Discussion was held regarding the Dick's Tournament of Champions sponsorship reduction, the contract amendment, and suggestions to replace the event if needed; an upcoming rugby competition to be held at Starkey Ranch District Park; an update regarding the Kumquat Festival pertaining to room nights; concerns pertaining to the reimbursement funding for hoteliers; new criteria for matching funds for marketing that was being developed; a suggestion to require events to book only Pasco County hotels; and an update on the Cotee River Bike Fest delay.

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

H-2. Conference Attendance and Special Engagements

Mr. Thomas spoke regarding the Tourism Day that was held in Tallahassee, the Leadership Tampa Bay Pasco Days that was held at the Florida Hospital Center Ice, and the Connect Leadership Summit that was held in Orlando.

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

H-3. 1st Quarterly Treasurer's Report

Mr. Thomas reviewed the report that was provided in the packet. He noted the revenue, the operation expenses, and the promotional items.

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

I. DIRECTOR/MEDIA REPORT (Adam Thomas, Director)

I-1. Brendan Fitterer: Welcome to the Office of Tourism Development

Mr. Thomas welcomed Mr. Fitterer to the team and reviewed his background.

Mr. Fitterer spoke regarding meeting with the Board members and that he was happy to join the team.

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

I-2. Destination Update (STR/TDT Revenue)

Mr. Thomas spoke regarding the item which included that they had missed a couple months of reporting, that the November update was provided in the packet, he reviewed the December update with comparisons to Charlotte, Hernando, and Citrus Counties, the 2017 calendar year STR report, improvements to the TDT revenue collection, and the quarterly TDT collections report.

Discussion was held regarding appreciation for the detailed report; STR reports; a request for a year-to-date report that showed comparisons with Hillsborough, Pinellas and Polk Counties; and the Average Daily Rates (ADR).

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

I-3. Pasco Content and Media Planning

Mr. Thomas stated that in the packet he had provided an overall comprehensive media flow chart that showed where the media dollars were spent on an annual basis. He reviewed the Q1 report of media expenditures and noted anticipated leads.

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

I-4. Rebranding and Repositioning Visit Pasco – RFP-BB-18-049

Mr. Thomas provided the estimated timeline of completion and the replacement of Mr. Matthew Murphy with Mr. Fitterer on the evaluation committee that was awaiting approval.

Ms. Cathy Pearson, Assistant County Administrator for Public Services, noted that she just approved Mr. Fitterer's appointment.

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

I-5. Website, Social Media and Marketing Update (Brendan Fitterer, Communications Manager)

Mr. Thomas stated that the new website which was built with Sapphire Media was up and running and noted the Google analytics.

Mr. Fitterer noted that the website was still in the content build-out stage, the social media update, the platforms, content that had been posted, the growing Instagram numbers, the Facebook increases, the audience engagement, a recent post that featured a local production company that was filming a horror film in Crews Lake Park, the Twitter growth, and that the next target would be Youtube.

Discussion was held regarding a video production that was filmed in New Port Richey.

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

I-6. Familiarization (FAM) Tour Update (Brendan Fitterer, Communications Manager)

Mr. Fitterer explained FAM tours to the Board, the exposure, partnerships, activities, recent visit examples, and the collaborative efforts.

Mr. Thomas spoke regarding recent Instagram followers, that there were expectations for the visitors, and that it was not a free trip.

Discussion was held regarding whether Board members or designees should meet with the visitors.

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

J. OTHER BUSINESS BY COUNCIL MEMBERS

Commissioner Starkey spoke regarding the upcoming Lectures on the Lawn and distributed a flyer.

The Board approved to receive and file the flyer submitted by Commissioner Starkey.

Ms. Cathy Pearson, Assistant County Administrator for Public Services, welcomed the new Board members and Chairman Moore. She noted the reorganization from the previous year, the commitment to changes, and expressed her excitement for the team.

Chairman Moore spoke regarding the upcoming scalloping mini-season for Pasco County from July 20th to July 29th and was looking forward to possibly having a longer season next year.

J-1. New Port Richey (Councilman, Chopper Davis)

Councilman Davis spoke regarding the upcoming Chasco Fiesta event. He expressed his excitement regarding the rolling plan.

J-2. Dade City (Mayor, Camille Hernandez)

Mayor Hernandez spoke regarding the second phase of the Hardy Trail and the Withlacoochee Trail extension.

K. ADJOURNMENT

The meeting was adjourned at 11:02 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
FEBRUARY 21, 2018



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

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