

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

ANNOTATED MINUTES

JANUARY 16, 2019

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, FLORIDA 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 - **ABSENT**
Councilman, City of New Port Richey

Mike Kidd
Hilton Garden Inn, Lutz

Judy Sutton
Quality Inn, Port Richey

Robert Riehle
Saddlebrook Resort

Wendy Longman
Windsong Charters

Greg Lenners – **ABSENT (Excused)**
Shoppes at Wiregrass

Legal Staff:

Staff:

Elizabeth Blair
Senior Assistant County Attorney

Adam Thomas, Director, Visit Pasco County
Consuelo Sanchez, Project Manager
Shelly Bandy, Project Coordinator III
Kolby Kucyk, Communications Manager
Maria Gabriela LaJeunesse, Visitor Service Representative II

A. CALL TO ORDER

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

Invocation

Pledge of Allegiance

Ms. Jessica Floyd, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Floyd called the roll. All members were present with the exception of Councilman Davis and Mr. Lenners who were absent.

B. OPEN TO THE PUBLIC

There was none.

C. APPROVE THE MINUTES OF MEETING (Chairman Moore)

C-1. Approve September 19th TDC Minutes as presented

The Council approved the September 19th TDC Minutes.

C-2. Approve October 17th TDC Minutes as presented

The Council approved the October 17th TDC Minutes.

D. PRESENTATIONS & SPORTS UPDATE (Consuelo Sanchez, Program Mgr.)

D-1. EVENT FUNDING PRESENTATIONS

D-1.1. Denise Stauffer – Florida Premier FC – Florida Premier Spring Showcase

Ms. Denise Stauffer, Director of Florida Premier FC, reviewed the item using a PowerPoint presentation. She spoke regarding the Soccer Club, the showcases, tournaments, the benefits to Pasco County, fundraisers, scholarships, that local businesses would be supported, the long-term goals, and funding for the program.

Discussion was held regarding Pasco County hotels; promoting on websites; fields used in the County; and what FC stood for.

The Council approved the item per Staff's recommendation.

D-1.2. Consuelo Sanchez – USA Disabled Hockey Festival

Ms. Sanchez reviewed the item using a PowerPoint presentation. She spoke regarding the proposal, that it would be a good opportunity to promote Pasco County, and some hotels were already booked.

The Council approved the item per Staff's recommendation.

D-1.3. Consuelo Sanchez – Gran Fondo Florida

Ms. Sanchez reviewed the item using a PowerPoint presentation. She spoke regarding the race, e-mails had been sent to promote Pasco County hotels, the cycling event, the route, and the length of the race.

Discussion was held regarding the cycling routes; the need to reach out to other areas for expansion; to promote hotels; to partner with hotels and restaurants in the County; and to connect with Mr. Reuben Kline and Mr. John Morse.

The Council approved the item per Staff's recommendation.

D-2. EVENT FUNDING PRESENTATIONS

D2.1. Chase Daniels – F1RST Florida's Forensic Institute for Research Security And Tactics

Mr. Chase Daniels, Assistant Executive Director, Sheriff's Office, explained the item. He spoke regarding that the Sheriff's Office had worked with the state legislation to receive State funding for F1RST and how the Institute would have an impact on the tourist component in Pasco County.

Mr. Rogerick Green, Manager of F1RST, reviewed the item using a PowerPoint presentation. He spoke regarding that the institute was 1 out of 7 in the United States with a body farm in a sub-tropical climate, the mission statement, the marketing slogan, the partnerships, research and education, the different disciplines and trainings, the relationship with Pasco Schools, forensic anthropology, geology, chemistry, tactical areas that were affiliated with law enforcement, the 3 site locations, the importance of leadership, an urban search and rescue rubble pile, a fishing village, and a Veterinarian medicine facility for the K-9 unit.

Discussion was held regarding the forensic fields; an urban search and rescue rubble pile; it would be the first phase buildout of the forensic building, the training building, and the Intel building; the estimated time of completion; the fishing village; Safety Town; and the heads in beds concept.

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

D.3 SPORTS UPDATE

Ms. Sanchez reviewed the item using a PowerPoint presentation. She spoke regarding past events, upcoming events, the goals, that growth was expected every year, the Sunshine State Games, the My Hockey event, and to promote hotel stays in the County.

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

E. DIRECTOR'S REPORT (Adam Thomas, Director)

E.1. Destination Update (STR/TDT Revenue)

Mr. Thomas reviewed the update using a PowerPoint presentation. He spoke regarding how Fiscal Year 2018 ended, the annual occupancy rate, the daily rate, the year-to-date for October to November occupancy, and the revenue collected for Fiscal Year 2018.

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

E.2. July-Sept Visitor Tracking Report

Mr. Thomas reviewed the report. Key topics included were visiting friends and family, in-state travelers, scalloping, and the percentage of travelers that would return to Pasco County.

Discussion followed regarding the scalloping dates for 2019.

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

E.3. Quarterly Treasurer's Report (FY18-Q4) (FY19-Q1)

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding total amounts spent as it related to quarterly amounts spent, and for Fiscal Year 19 there would be one budget compared to two budgets.

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

E-4. Changes on 2019 TDC Schedule

Mr. Thomas noted the TDC meeting for September 18th would need to be rescheduled due to a Board of County Commissioner's meeting, the November 20th meeting would be the day before Thanksgiving, and that historically there were no TDC meetings in December.

The Council directed Staff to move the TDC meeting from September 18th to September 25th, the TDC meeting from November 20th to November 13th, and to cancel the December TDC meeting.

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

F. MEDIA REPORT (Kolby Kucyk, Communication Manager)

F-1. Social Media and Website Update

Ms. Kucyk reviewed the item using a PowerPoint presentation. She spoke regarding the increased amount of followers across all social platforms and the social media account would be managed by the Zimmerman Agency.

Discussion was held regarding the relationship with Visit Florida with messages that were shared on Instagram and Facebook; FAM tours; additional exposure with posts; and social media posts boosted with funds.

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

F-2. Marketing and Media Updates

Ms. Kucyk reviewed the item using a PowerPoint presentation. She spoke regarding exposure, a lack of advertisements while transitioning toward the new brand, and advertisement under the new brand.

Discussion followed regarding Q1 impressions; the print circulation; the earned media value; messages would be pitched to influencers and bloggers; the goals for the year; and the Travelocity roaming gnome.

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

F-3. Brand Activation Launch Event

None was held.

G. TDC MEMBERS UPDATES

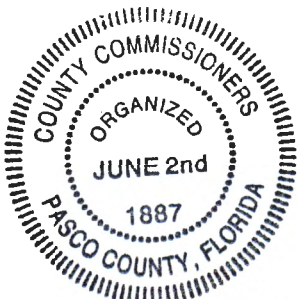
Commissioner Moore mentioned that at the next meeting the Board would take a group photo with the Tourism Team. He spoke regarding figure skaters who trained locally were headed to the 2019 European Figure Skating Championships, and a film by Lions Gate production had the Wesley Chapel logo on a boat that was used in the movie.

Mr. Riehle stated that the Australian Open had started and Saddlebrook shirts would be worn during the games.

Mayor Hernandez spoke regarding visitors tracked at the outlet mall and that the Kumquat Festival would be held on January 26th.

H. ADJOURNMENT

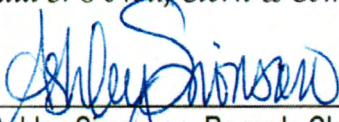
The Council adjourned at 10:50 a.m.



TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
JANUARY 16, 2019

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

Prepared by:


Ashley Simonson, Records Clerk I
Board Records Division