



PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
 April 17, 2019 – 9:30am  
 Dade City Historic Courthouse  
 37918 Meridian Ave, Dade City, FL 33525  
 TDC Agenda



*Our Mission:*

*Experience Florida's Sports Coast Destination Management Organization promotes and develops county visitor brand experiences for economic growth and quality of place.*

Chairman, Commissioner Mike Moore	Mike Kidd	Greg Lenners
Vice-Chairman, Councilmember Camille Hernandez	Wendy Longman	Judy Sutton
Councilmember, Chopper Davis	Robert Riehle	

- A. **CALL TO ORDER:** Invocation, Pledge of Allegiance, and Roll Call
- B. **OPEN TO THE PUBLIC**  
 Persons wishing to address the Council are requested to sign in and will be limited to three (3) minutes.
- C. **APPROVE MINUTES OF MEETING** (Chairman Moore)  
 C-1. April 17<sup>th</sup> TDC Minutes will be presented at the next TDC meeting
- D. **PRESENTATIONS & SPORTS UPDATE**
  - D-1. PRESENTATIONS
    - D-1.1. The Zimmerman Agency Update (Mallory Hartline)
    - D-1.2. Local Collections and Administration of Tourist Development Tax (TDT) through the Pasco County Tax Collector (Mike Fasano)
  - D-2. SPORTS DEVELOPMENT UPDATE (Consuelo Sanchez)
- E. **INDUSTRY RELATIONS AND ADVOCACY UPDATE** (Gaby LaJeunesse)
- F. **DESTINATION REPORT** (Adam Thomas)
  - F-1. Destination Update (STR/TDT Revenue)
  - F-2. Destination Magazine Update
  - F-3. Q2 Treasurers Report
  - F-4. First Amendment to TZA Agreement
  - F-5. Legislative Update
- G. **MEDIA REPORT** (Kolby Kucyk)
  - G-1. Social Media and Website Update
  - G-2. Marketing Update
- H. **TDC MEMBERS UPDATES**
- I. **ADJOURNMENT**

Next TDC meeting: June 26<sup>th</sup> - 9:30 A.M. - West Pasco Government Center



727.847.8129



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