



PASCO COUNTY  
 TOURIST DEVELOPMENT COUNCIL  
 August 21, 2019 – 9:30am  
 West Pasco Government Center  
 8731 Citizens Dr. New Port Richey, FL 34654  
 TDC Agenda

LET'S PLAY!

*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	Mike Bishop

**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. June 26th Minutes will be presented at the September 25th TDC meeting.

**D. ANNUAL MARKETING MATCHIN SPONSORHIPS APPLICATIONS**

D-1. Kumquat Fest Presentation – The Greater Dade City Chamber of Commerce	(John Moors)
D-2. Florida Bug Jam Presentation – KRY, Inc.	(Teresa Yoho)
D-3. Chasco Fiesta Presentation – Chasco Fiesta, Inc.	(Patty Deremer)
D-4. Cotee Bike Fest Presentation – Farrell Cares, Inc.	(Tina Farrell)
D-5. Cash Bash Presentation – Gill Dawg Tiki Bar and Grill	(Terry Moberly)
D-6. Pigz in Z'Hills BBQ and Blues Fest – The Greater Zephyrhills Chamber of Commerce	(Melonie Monson)

**E. PRESENTATIONS & SPORTS UPDATE**

**E-1. PRESENTATIONS**

E-1.1. Madden Media: 2020 Destination Travel Guide	(Danah Heye, BD Director)
E-1.2. Wiregrass Ranch Sports Complex: Construction Update	(Andrew Baxter, Facilities Director)
	(Thomas Pyche, Project Mgr.)
E-1.3. Wiregrass Ranch Sports Complex: RADD Sports 2020 Plan	(Richard Blalock, President/CEO)
	(Anthony Homer, COO)

**E-2. SPORTS DEVELOPMENT UPDATE**

(Consuelo Sanchez)

**F. INDUSTRY RELATIONS AND ADVOCACY UPDATE**

(Gaby LaJeunesse)

**G. DESTINATION REPORT**

(Adam Thomas)

G-1. Destination Update (STR/TDT Revenue)  
 G-2. Motion: Final Draft FY 2020 Proposed Budget  
 G-3. Quarterly Treasurer's Report

**H. OLD BUSINESS**

(Adam Thomas)

H-1. The Telly Award: Bronze Winner – Has Arrived  
 H-2. DMO Update



727.847.8129



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**I. NEW BUSINESS**

I-1. The Zimmerman Agency Amendment

I-2. New Media Content Coordinator Position

(Adam Thomas)

**J. MEDIA REPORT**

J-1. 2019 Scallop FAM Tour & Press Conference Recap

J-2. Crisis Communication for TDC Board

J-3. TDC FAM Tour

(Kolby Kucyk)

**K. ADJOURNMENT**

Next TDC Meeting:  
September 25<sup>th</sup>, 2019 – 9:30am  
Dade City Historic Courthouse  
37918 Meridian Ave, Dade City, FL 33525



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