



PASCO COUNTY
 TOURIST DEVELOPMENT COUNCIL
 September 25, 2019 – 9:30am
 Dade City Historic Courthouse
 37918 Meridian Ave. Dade City, FL 33525
 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. Approve June 26th Minutes as presented
 C-2. Approve August 21th Minutes as presented
- D. PRESENTATIONS**
 - D-1. FUNDING PRESENTATIONS**
 - D-1.1. 2019 USPHL Florida Showcase - Tampa Bay Junior Hockey (Kevin Wolter, General Manager)
 - D-1.2. 2020 Mrs. Hockey Invite – Legacy Global Sports (Consuelo Sanchez, Sports Dev. Manager)
 - D-2. OTHER PRESENTATIONS**
 - D-2.1. FY 2020 Communications Plan – The Zimmerman Agency (Mallory Hartline, Account Executive)
 - D-2.2. 2019 Performance Report – The Zimmerman Agency (Mallory Hartline, Account Executive)
 - D-2.3. Apr-Jun Visitor Tracking Report - Downs St. Germain Research (Joseph St. Germain, President)
- E. SPORTS DEVELOPMENT UPDATE** (Consuelo Sanchez, Sports Dev. Manager)
- F. INDUSTRY RELATIONS AND ADVOCACY UPDATE** (Gaby LaJeunesse, Industry Relations Co.)
- G. MEDIA REPORT** (Kolby Kucyk, Communications Manager)
- H. DESTINATION REPORT** (Adam Thomas, DMO Director)
 - H-1. Destination Update (STR/TDT Revenue)
 - H-2. All The Rooms Analytics Report – Vacation Rental Market Intelligence
- I. OLD BUSINESS** (Adam Thomas)
 - I-1. Second Amendment to The Zimmerman Agency Agreement
 - I-2. Destination Magazine Update
- J. NEW BUSINESS** (Adam Thomas)
 - J-1. FY 2020 Co-op Sales Shows
 - J-2. 2020 TDC Meetings Schedule
- K. ADJOURNMENT**

Next TDC Meeting:
 October 16th, 2019 – 9:30am
 West Pasco Government Center – 8731 Citizens Dr. New Port Richey, FL 34654



727.847.8129



FLSportsCoast.com