

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL**

**ANNOTATED MINUTES**

**APRIL 17, 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.**

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM, 1<sup>ST</sup> FLOOR  
8731 CITIZENS DRIVE, NEW PORT RICHEY, FLORIDA 34654**

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**Tourist Development Council**

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-**Absent**  
Hilton Garden Inn, Lutz

Judy Sutton-**Absent**  
Quality Inn, Port Richey

Robert Riehle  
Saddlebrook Resort

Wendy Longman  
Windsong Charters

Greg Lenner  
Shoppes at Wiregrass

**Legal Staff:**

**Staff:**

Elizabeth Blair  
Senior Assistant County Attorney

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

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**A. CALL TO ORDER**

Chairman Moore called the meeting to order at 9:31 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 Mr. Kidd and Ms. Sutton.

**B. OPEN TO THE PUBLIC**

There was no public comment.

**C. APPROVE MINUTES OF MEETING (Chairman Moore)**

**C-1. Approve February 20<sup>th</sup> TDC Minutes as presented**

**The Council approved** the February 20, 2019 Tourist Development Council minutes.

**D. PRESENTATIONS & SPORTS UPDATE**

**D-1. EVENT FUNDING PRESENTATIONS**

**D-1.1. AJGA Sports Event Funding Agreement**

Mr. Thomas reviewed the item using a PowerPoint presentation. He noted it would be the second time the event would be held at Saddlebrook, past room nights generated, the upcoming event dates, those who would be featured, and expected room nights.

Discussion was held regarding the event being one of the better tournaments; the players; and their families.

**The Council approved** the item per Staff's recommendation.

## **D-1.2. Sunshine State Games – Taekwondo and Flag Football Championships**

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding the Florida Sunshine State Games Figure Skating Competition, the Destination Management Organization working with the Florida Sports Foundation to bring more games to the area, and the upcoming event.

Discussion was held regarding upcoming events, dates, and locations; expected room nights; the skating competition from the previous year; information on the memo; and appreciation for events to be spread around the County.

**The Council approved** the item per Staff's recommendation.

## **D-2. Sports Update**

Mr. Thomas gave the update using a PowerPoint presentation. He spoke regarding a recent event and upcoming events.

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

## **E. INDUSTRY RELATIONS AND ADVOCACY UPDATE (Gaby LaJeunesse)**

### **E.1. Industry Relations and Advocacy Q1 Update**

Items E.1 and E.2 were heard together.

Ms. LaJeunesse gave the update. She spoke regarding conversations held with hotels and RV parks, expos, summits, and other events they had recently attended, recent grand openings for new local hotels, and the Continuity of Operations Plan (COOP) manual presented to the Division of Emergency Management.

Discussion was held regarding events that had been attended; that Florida Sports Coast was a great conversation starter; appreciation to the Council for their leadership; RV park amenities and traveling families; conversations and relationship building with RV parks and potentially cooperating in future shows.

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

### **E.2. Industry Relations and Advocacy Q2 Update**

Items E.1 and E.2 were heard together.

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

## **F. DIRECTOR'S REPORT (Adam Tomas, Director)**

### **F-1. Destination Update (STR/TDT Revenue)**

Mr. Thomas gave the update using a PowerPoint presentation. He noted he had broken down the numbers as Pasco 1 was with new properties and Pasco 2 was without the new properties. He spoke regarding upcoming new properties, the revenue for February, and the upcoming busy season.

Discussion was held regarding upcoming new properties; growth; things that affected the numbers; smaller hotels; Florida Premier; and room tracking.

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

### **F-2. Destination Magazine RFP: Informational**

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding changing their strategy, the printed guide, ad sales, augmented reality technology, and that once the vender was chosen a presentation would be brought forward.

Discussion was held regarding augmented reality technology; ad space; and the estimated timeline.

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

### **F-3. Legislative Update**

Mr. Thomas gave the update using a PowerPoint presentation. He spoke regarding Visit Florida legislation and budget, vacation rentals, Tourist Development Councils, sport stadium funding repeals, and tourism development expansion.

Discussion was held regarding Tourist Development Councils legislation.

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

### **F-4. Discuss and Reschedule: June 19th TDC Meeting**

Mr. Thomas requested direction to reschedule the June 19, 2019 Tourist Development Council meeting due to a conflict with the Board of County Commissioners meeting

having been rescheduled due to an election.

Discussion was held regarding potential dates; whether the meeting could be held the same day as the election; and that Statutes would have to be researched regarding election laws.

**The Council approved** for the June 19, 2019 Tourist Development Council meeting to be rescheduled to June 26, 2019.

#### **F-5. 6-month Strategic Plan Update**

Mr. Thomas gave the update using a PowerPoint presentation. He spoke regarding the four strategic goals, items that were slated to be completed in the future, that the annual budget would be presented at the next meeting, Staffing needs had been met, and the Tourism Development Council membership development.

There was no discussion.

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

### **G. MEDIA REPORT**

#### **G-1. Social Media and Website Update**

Mr. Thomas gave the update using a PowerPoint presentation. He spoke regarding social media growth, current goals for fiscal year 2019, paid social results, impressions, website performance, and new visits after the launch in March.

Discussion was held regarding the website and suggested changes; the Florida Sports Coast Google search; redirects from old websites; sharing the launch video; and an upcoming dive at World War II tanks sunk off the coast with Mermaid Slayers for content development.

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

#### **G-2. Q2 Marketing Update**

Mr. Thomas gave the update using a PowerPoint presentation. He spoke regarding creative roll-out, the earned media goal, a recent UK media mission including conversations held pertaining to the Florida Sports Coast brand, ad examples, upcoming events, and targeting magazines.

Discussion was held regarding a scalloping event that members were interested in

attending.

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

### **G-3. Brand launch Event**

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding the attendance generated, local news coverage, impressions and earned media, Big Storm Brewery and Florida Sports Coast Pale Ale, digital ads, and pop ups at the Tampa International Airport.

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

### **H. TDC MEMBERS UPDATES**

Chairman Moore led discussion regarding the recent US Disabled Hockey Festival.

Mr. Thomas noted they were working in partnership with Saddlebrook regarding the 2021 NAIA National Golf Championship. He spoke regarding barricades and trailers that were purchased by the Tourist Development Council in 2007, and explained he had been invited to a round table discussion with US Travel and Visit Tampa Bay. He noted that thanks to Chairman Moore, it would also be hosted by the Florida Sports Coast and would be held at AdventHealth Center Ice.

Ms. Cathy Pearson, Assistant County Administrator for Public Services, spoke regarding the barricades

Discussion was held regarding getting out of the barricade business; the amount of time spent; a suggestion for another department in the County to take them over; potential departments; the number of barricades and trailers, and where they were currently stored; and the types of barricades.

Mayor Hernandez spoke regarding a conversation held at the Metropolitan Planning Organization meeting pertaining to tourist cycling maps, signage, the Coast-to-Coast opening in the summer, and having a Bicycle/Pedestrian Advisory Committee (BPAC) representative come to the Tourist Development Council meetings.

Councilman Davis noted there was an exhibit going on in Orange Lake at the old Post Office that had a replica of him because he had carried the Olympic Flame in 2001 for the 2002 Olympics.

Ms. Longman noted the Anclote Key Lighthouse would be opening again on Saturday however boating conditions did not look favorable.

**I. ADJOURNMENT**

The meeting adjourned at 10:31 a.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
APRIL 17, 2019



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

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