

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

ANNOTATED MINUTES

MAY 15, 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, FL 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
Councilman, City of New Port Richey

Mike Kidd
Hilton Garden Inn, Lutz

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

Robert Riehle
Saddlebrook Resort

Wendy Longman - **ABSENT**
Windsong Charters

Greg Lenner
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 10:10 a.m.

Invocation

Pledge of Allegiance

Ms. Tiffany Linville, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance.

Roll Call

Ms. Linville called the roll. All members were present with the exception of Ms. Judy Sutton and Ms. Wendy Longman who were absent.

B. OPEN TO THE PUBLIC

There was none.

C. APPROVE MINUTES OF MEETING (Chairman Moore)

C-1. April 17th TDC Minutes will be presented at the next TDC meeting

Motion to approve the April 17, 2019 TDC Minutes.

Mr. Thomas stated the April 17, 2019 Minutes had not been received from the Clerk's Office.

The Minutes would be presented at the next TDC Meeting.

D. PRESENTATIONS & SPORTS UPDATE

D-1. PRESENTATIONS

D-1.1. The Zimmerman Agency Update (Mallory Hartline)

Ms. Mallory Hartline, Account Director, reviewed the item using a PowerPoint presentation. She spoke regarding the statistics for the Florida Sports Coast website, the number of followers, the number of clicks, paid social media, ads at the Tampa International Airport, Tampa Bay Times insertions, billboards on interstates, the KPI tracking, traffic sources for the website; social media brand lift, digital performance, the

click through rate on paid searches, the scalloping FAM tour, and building up the e-mail database.

Discussion followed regarding the amount of Twitter followers; the lack of Twitter content; the need to follow more Twitter accounts; the need to post the right content to the right platform; paid ads on Facebook; meetings that were broadcasted on TV; and prints ads.

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

D-1.2. Local Collections and Administration of Tourist Development Tax (TDT) through the Pasco County Tax Collector (Mike Fasano)

Senator Mike Fasano, Pasco County Tax Collector, spoke regarding that tourist development taxes were paid directly to the Department of Revenue, the Department of Revenue did not have enforcement on the taxes, the option for the Tax Collector to take over receiving the taxes versus the Department of Revenue receiving them, the Tax Collector's Office found that the new Hyatt Hotel in Wesley Chapel had been paying taxes to Hillsborough County, and the Tax Collector had the ability to enforce fines on residents who do not pay taxes.

Discussion was held regarding the process to transfer the duties to the Tax Collector's Office; the investments the County and the Tax Collector would make; the amount of short term rentals who do not pay taxes; and notifying the residents on their TRIM Notices.

The Council approved the item per Staff's recommendation.

D-2. SPORTS DEVELOPMENT UPDATE (Consuelo Sanchez)

Ms. Sanchez gave an update on past events. She spoke regarding the U.S.A. Disabled Hockey Event, the almost 2,000 room nights generated in the County; the Torhs 2Hot4Ice Event; the Sunshine State Games would be hosted by the County; and creating awareness of the new Florida Sport Coast Brand.

Discussion was held regarding the volleyball events and Sun West Park.

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

E. INDUSTRY RELATIONS AND ADVOCACY UPDATE (Gaby LaJeunesse)

Mr. Thomas spoke regarding the West Pasco/Central Pasco Chamber Breakfast, that the Florida Sports Coast had partnered with the Kumquat Growers in Dade City, the Florida Association Chamber of Professional Spring Conference, and a camera posted at the Wiregrass Ranch Sports Complex.

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

Mr. Thomas congratulated Ms. Sanchez on receiving her Certified Sports Event Executive.

F. DESTINATION REPORT (Adam Thomas)

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

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding the month-to-month comparison for the STR. He reported on the March revenue and year-to-date revenue for the TDT.

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

F-2. Destination Magazine Update

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding Madden Media.

Discussion was held regarding the ads the travelers saw when they visited Florida.

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

F-3. Q2 Treasurers Report

Mr. Thomas reviewed the item using a PowerPoint presentation and spoke regarding the revenues received.

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

F-4. First Amendment to TZA Agreement

Mr. Thomas reviewed the item using a PowerPoint presentation and spoke regarding extending the contract until October 1, 2019.

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

F-5. Legislative Update

Mr. Thomas reviewed the item using a PowerPoint presentation. He spoke regarding that Visit Florida had been reauthorized and Bills that died during Legislative Session.

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

G. MEDIA REPORT (Kolby Kucyk)

G-1. Social Media and Website Update

Ms. Kucyk stated she would be attending FADMO with Mr. Thomas. She spoke regarding traveling to Philadelphia in June to attend the Freedom Ring Tourism Industry Conference, a Media Mission would be held in Canada as part of the Visit Florida initiative, and a press release for the upcoming Scalloping Season.

Discussion followed regarding vacation rental rules in regard to the Tax Collector's Office collecting taxes and the County did not have enough Code Enforcement Officers.

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

G-2. Marketing Update

No items.

H. TDC MEMBERS UPDATES

Mayor Hernandez mentioned that on June 5, 2019, Dade City would be turning 130 years old and several events would be held from June 3, 2019 until June 7, 2019.

Chairman Moore also mentioned he attended a ground breaking for an Assisted Living Facility and Memory Care Facility in Wesley Chapel.

I.ADJOURNMENT

The meeting adjourned at 11:26 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
MAY 15, 2019



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

Prepared by: *J. Rodriguez*
Jessica Rodriguez, Records Clerk III
Board Records Division