



PASCO COUNTY  
 TOURIST DEVELOPMENT COUNCIL  
 October 16, 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. Approve September 25th Minutes as presented
- D. PRESENTATIONS**
  - D-1. FUNDING PRESENTATIONS**
  - D-1.1. 2020 Caliente Bare Dare 5K – Enterprise Media (Pete Williams, General Manager)
- E. SPORTS DEVELOPMENT UPDATE** (Adam Thomas, DMO Director)
- F. INDUSTRY RELATIONS AND ADVOCACY UPDATE** (Gaby LaJeunesse, Industry Relations Co.)
- G. MEDIA REPORT** (Adam Thomas, DMO Director)
- 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, DMO Director)
  - I-1. TDC FAM Tour
  - I-2. AdventHealth Center Ice Advertising Purchase Order
  - I-3. Tourist Development Strategic Plan Annual Update
- J. ADJOURNMENT**

Next TDC Meeting:  
 November 13<sup>h</sup>, 2019 – 9:30am  
 Historic Courthouse – 37918 Meridian Ave. Dade City, FL 33525



727.847.8129



FLSportsCoast.com