

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL**

**ANNOTATED MINUTES**

**JANUARY 8, 2020**

**PREPARED IN THE OFFICE OF  
NIKKI ALVAREZ-SOWLES, Esq., 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, 2<sup>ND</sup> FLOOR  
37918 MERIDIAN AVENUE, DADE CITY, FL 33525**

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**Tourist Development Council**

The Honorable Mike Moore  
Chairman, BCC

The Honorable Camille Hernandez  
Vice-Chair, Mayor, City of Dade City  
**- ABSENT**

The Honorable Chopper Davis  
Councilman, City of New Port Richey

Mike Kidd  
Hilton Garden Inn, Lutz

Judy Sutton  
Quality Inn, Port Richey

Robert Riehle  
Saddlebrook Resort

Wendy Longman - **ABSENT**  
Windsong Charters

Greg Lenners - **ABSENT**  
Shoppes at Wiregrass

Mike Bishop  
Big Storm Brewery

**Legal Staff:**

Elizabeth Blair  
Senior Assistant County Attorney

**Staff:**

Adam Thomas, DMO Director, Experience Florida's Sports Coast  
Consuelo Sanchez, Tourism Program Manager  
Shelly Bandy, Project Coordinator III  
Kolby Kucyk, Communications Manager  
Maria Gabriela LaJeunesse, Industry Relations Coordinator  
Kayla Getz, Visitor Service Representative

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## **A. CALL TO ORDER**

Chairman Moore called the meeting to order at 9:28 a.m.

### **Invocation**

#### **Pledge of Allegiance**

Ms. Jessica Rodriguez, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

## **Roll Call**

Ms. Rodriguez called the roll. All members were present with the exception of The Honorable Camille Hernandez, Ms. Wendy Longman, and Mr. Greg Lenners who were absent. Mr. Robert Riehle arrived to the meeting at 9:32 a.m. and The Honorable Chopper Davis who arrived at 9:37 a.m.

## **B. OPEN TO THE PUBLIC**

There was no public comment.

## **C. APPROVE MINUTES OF MEETING**

### **C-1. Approve November 13<sup>th</sup> TDC Minutes as presented**

The Council approved the November 13, 2019 minutes.

## **D. PRESENTATIONS**

### **D-1. PRESENTATIONS**

#### **D-1.1. International Training and Running Center (BB Robert, Speed & Agility Trainer)**

Mr. Bernard Roberts, Fast Quick Performance, reviewed the item using a PowerPoint presentation. He spoke regarding being a former track athlete, having a passion for helping the community and the children, wanting to become part of Pasco County's growth, a partnership with Mr. Scott Sheridan and the Wiregrass family who introduced him to RADD Sports and programs at the Wiregrass Sports Complex, his International Training and Running Center, creating a field where professional athletes could train which was featured in several news broadcast outlets for his successful training,

meeting with the NCAA in September of 2019 and brining various track events here, rendering of possible tracks including a Mondo certified track, there would be no cost to the County and having a fundraising and administrative team, hosting 2 annual events which included “The Tampa Lucky Run”, having teams from Japan and Nigeria to come train at the field, practices and events, area attractions, the annual budget plan and expenses, high school track meets, camps, a phone conference in November with the Director of the Track and Field for Florida High School Athletics Association and possibly hosting future meets at the new field, and RADD Sports providing information regarding revenue amounts to the County.

Discussion was held regarding funding; sources of funding; the total cost of the project; covered areas in the field; approval from the County; subleasing and BID processes; the event schedule; heads in beds; revenue and TDT dollars; private sponsors; peak times being over summer break; extensive research being done; more presentations in the future; bleachers; and the approximate time for construction from start to finish.

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

#### **D-1.2. AdventHealth Center Ice Annual Event Funding Agreement**

Mr. Thomas spoke regarding a request to approve the Annual Funding and agreement for AdventHealth Center Ice for events partnering with the DMO and the annual budget of \$40,000.00 to support AHCI’s efforts.

Discussion was held regarding funds and how the numbers were calculated.

**The Council approved** Staff’s recommendation.

#### **E. SPORTS DEVELOPMENT UPDATE**

(Consuelo Sanchez)

Mr. Thomas gave the update and spoke regarding Ms. Sanchez attending a sporting event developing more leads. He also noted the DMO provided RaddSports with leads on who could potentially host sporting events at the Wiregrass Ranch Sports Campus with over 90 leads established.

#### **F. INDUSTRY RELATIONS AND ADVOCACY UPDATE**

(Gaby LaJeunesse)

Ms. LaJeunesse gave an update and spoke regarding the ribbon cutting of the Universal Inclusive Playground on December 4, 2019, the Snow Park Groundbreaking in Dade City on December 5, 2019, that the Hampton Inn Odessa-Trinity hosted its grand opening, and the last Stakeholders Meeting was held on December 12, 2019

which included presentations from Pasco Sheriff Corporal Wilkett, and Tindale Oliver and Inntopia. Florida's Sports Coast also attended the ribbon cutting of new industry partner Bubba's 33 on December 16, 2019, and F1RST – Florida Forensic Institute for Research, Security and Tactics presented the Leadership Reaction course.

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

## **G. MEDIA REPORT**

(Kolby Kucyk)

Mr. Thomas gave a media update and reviewed the item using a PowerPoint presentation on hosting three journalists as part of the “Young, Wild and Free” family focused FAM, hosted two journalists from “Today’s Parent” and “New York Family”, hosted Malik Cocherel, Coup de Pouce Magazine, and Ms. Kucyk and Mr. Joy hosting Oceanographic Magazine from January 5, 2020 through January 11, 2020. He also spoke regarding the launch of an online campaign using an article title “Go Beyond the Boardroom on Florida’s Sports Coast” and the click goal being exceeded by 7%.

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

## **H. DESTINATION REPORT (Adam Thomas)**

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

#### **H-1.1. STR Report**

Mr. Thomas gave the update using a PowerPoint presentation and spoke regarding the month of October and November reports, year-to-year comparison FY through November.

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

#### **H-1.2. All The Rooms Report**

Mr. Thomas gave the update using a PowerPoint presentation and spoke regarding the month of October and November reports and year-to-year growth numbers.

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

### **H-1.3. TDT Revenue**

Mr. Thomas gave the update using a PowerPoint presentation and spoke regarding budget expenditures, actual expenditures, and breakdowns.

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

### **H-2. FY 2018 – 2019 – Q4 Treasure's Report**

Mr. Thomas gave the update using a PowerPoint presentation and spoke regarding the item being enclosed in the packet and for review by each member.

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

### **H-3. DMO Moving Update**

Mr. Thomas spoke regarding the new location in Trinity that the DMO would be moving to on January 21, 2020.

Discussion was held regarding the new location and ideas of how the previous office could be used.

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

## **I. OLD BUSINESS**

### **I-1. Legislative Update**

Mr. Thomas gave the update and spoke regarding January 14, 2020 being the deadline for General Bills and the Visit Florida Bill, Vacation Rental Bills, Public Records, and the TDT Expansion Bill.

Discussion was held regarding the Bills; how the Vacation Rental Bills would work; and having no ability to prohibit certain things.

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

## **J. NEW BUSINESS**

### **J-1. Introduction of new FSC Team Member**

**J-1.1. Tourism Sales Manager, Anthony Stinsman**

Mr. Stinsman introduced himself and that he was happy to join the team.

**J-1.2. Digital Communications Specialist, Chris Joy**

Mr. Thomas spoke regarding Mr. Joy joining Tourism Development and that he was on assignment with Ms. Kucyk.

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

**J-2. TDC Member Updates**

Mr. Bishop spoke regarding leaving Big Storm Brewery and now working with the Pasco Economic Development Council as Director of Stakeholder Engagement.

Mr. Kidd spoke regarding having Ms. Katelynn Sullivan as the new Director of Sales.

**K. ADJOURNMENT**

The meeting adjourned at 10:27 a.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
JANUARY 8, 2020



Office of Nikki Alvarez-Sowles, Esq., Clerk & Comptroller

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