



PASCO COUNTY
TOURIST DEVELOPMENT COUNCIL
MAY 27, 2020 – 9:30AM
VIRTUAL MEETING
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
Vice-Chairman, (Vacant)
Councilmember, Chopper Davis

Mike Kidd
Wendy Longman
Robert Riehle

Greg Lenners
Judy Sutton
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 February 19th TDC Minutes as presented
- D. PRESENTATIONS / FUNDING REQUESTS**
 - D-1. PRESENTATIONS**
 - D-1.1. New Economic Impact & Visitor Tracking Report Agreement (Consuelo Sanchez)
 - D-1.2. Group Meeting Incentive Program Update (Adam Thomas)
 - D-2. FUNDING REQUESTS** (Consuelo Sanchez)
 - D-2.1. Funding Increase Request for 2020 AJGA at Saddlebrook
 - D-2.2. 2021 NACBA International Championships
 - D-2.3. Torhs 2Hot4Ice Funding Requirements
- E. SPORTS DEVELOPMENT UPDATE** (Consuelo Sanchez)
E-1. 2020 Sports Events Update (Postponed/Rescheduled vs. Canceled)
- F. INDUSTRY RELATIONS REPORT** (Gaby LaJeunesse)
F-1. Virtual Stakeholders Webinars Update
- G. TOURISM SALES REPORT** (Anthony Stinsman)
G-1. Group Business Booked vs. Lost
G-2. Group Leads Update
- H. MEDIA REPORT** (Kolby Gayson)
H-1. COVID19 Marketing Update
H-2. Recovery Marketing Plan
H-3. Recovery Sports Tourism Video (#SportsCoastStrong)
H-4. Social Media (Video Clips)
H-5. Public Relations Update
- I. DESTINATION REPORT** (Adam Thomas)
I-1. Destination Update (STR/ATR/TDT Revenue)
I-2. FY2020 Q2 Treasurer's Report



727.847.8129



FLSportsCoast.com



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J. NEW BUSINESS

J-1. TDC Member Updates

K. ADJOURNMENT

Next TDC Meeting:
June 17th, 2020 – 9:30am
Location: Virtual Meeting



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