

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
VIRTUAL MEETING**

ANNOTATED MINUTES

MAY 27, 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.

Tourist Development Council

The Honorable Mike Moore
Chairman, BCC

Vacant
Vice-Chair

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
Windsong Charters

Greg Lenner
Shoppes at Wiregrass

Mike Bishop
Director of Stakeholder Engagement
for the Pasco EDC

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 Gayson, Communications Manager
Maria Gabriela LaJeunesse, Industry Relations Coordinator
Kayla Getz, Visitor Service Representative

A. CALL TO ORDER

Chairman Moore called the meeting to order at 9:30 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 virtually. The Honorable Chopper Davis arrived to the meeting at 9:44 a.m.

Chairman Moore reviewed the procedures to be followed for the virtual meeting.

Ms. Blair read the proof of publication for the virtual meeting into record.

B. OPEN TO THE PUBLIC

There was no public comment.

Ms. Blair announced The Honorable Camille Hernandez, Mayor of the City of Dade City's, term had expired and that the City of Dade City has had a seat on the Tourist Development Council since 1990. She stated the City of Zephyrhills had been invited to fill the vacant seat which would become effective after June 2020.

Chairman Moore thanked Mayor Hernandez for her years of service on the TDC. He spoke regarding how the City of Zephyrhills was now the second largest City in the County and the invitation that had been extended to them to fill the vacant chair.

C. APPROVE MINUTES OF MEETING

C-1. Approve February 19th TDC Minutes as presented

Chairman Moore clarified the procedures to be followed for roll call votes.

The Council approved the February 19, 2020 minutes by roll call vote with The Honorable Chopper Davis absent from the vote.

D. PRESENTATIONS / FUNDING REQUESTS

D-1. PRESENTATIONS

D-1.1. New Economic Impact & Visitor Tracking Report Agreement (Consuelo Sanchez)

Ms. Sanchez reviewed the item using a PowerPoint presentation. Some key points were the calendar year running January through December, aligning the calendar year to run alongside the fiscal year, renewing the agreement, the \$36,000.00 amount allotted for the first year, and the renewal amount per year.

The Council approved the New Economic Impact & Visitor Tracking Report Agreement by roll call vote with The Honorable Chopper Davis absent from the vote.

D-1.2. Group Meeting Incentive Program Update (Adam Thomas)

Mr. Thomas reviewed the item using a PowerPoint presentation. Some key points were the generated room nights, the Grant Policy, changes in events due to the Covid-19 pandemic, and the incentive program. He noted revisions which included striking through “The group meeting must be a new business to the destination and cannot be already contracted with the host property” and “The group meeting must be considering additional destinations besides Pasco County in order to qualify for this program. Please list all other destinations being considered for this meeting” on the Group Meeting Incentive Program Application.

The Council approved the Group Meeting Incentive Program Update with the noted revisions by roll call vote.

D-2. FUNDING REQUEST (Consuelo Sanchez)

D-2.1. Funding Increase Request for 2020 AJGA at Saddlebrook

Ms. Sanchez reviewed the item using a PowerPoint presentation. Some key points were the original dates, the original projection, the new dates, the new projection, and the room generation projection.

Chairman Moore congratulated Staff on the new attendance projection.

The Council approved the Funding Increase Request for 2020 AJGA at Saddlebrook by roll call vote.

D-2.2. 2021 NACBA International Championships

Ms. Sanchez reviewed the item using a PowerPoint presentation and announced that Pasco County had been approved to be the host community for the 2021 North American Chinese Basketball Association. Some key points were the event history, memberships, 2021 dates, projections, and the room projections.

Discussion followed regarding the event location; the event date; and rental fees.

The Council approved the 2021 NACBA International Championships by roll call vote.

D-2.3. Torhs 2Hot4Ice Funding Requirements

Ms. Sanchez reviewed the item using a PowerPoint presentation. Some key points were the original dates, the current agreement, amendments, and the new dates. She noted a revision to Section 4.5. of the agreement to read “The reimbursement process will be performance-based. TORHS 2HOT4ICE will be required to generate at least 90% of the 1,705 room nights certified in the Post Event Report submitted to the County for the Event held in 2018, in order to receive the full reimbursement for up to the amount approved in the Section 3 of this agreement. If the actual number of room nights is less than 90% the reimbursement amount will be pro-rated based on the exact percentage of actual room nights generated by the Event in Pasco County.”

Discussion followed regarding if room nights generated would be specific to Pasco County only; hotels within the lease; how the changes made were event specific; if the event were to cancel would funding provided be refunded; and how payments would not be made in advance.

The Council approved the Torhs 2Hot4Ice Funding Requirements with the noted revisions by roll call vote with the Honorable Chopper Davis absent from the vote.

E. SPORTS DEVELOPMENT UPDATE (Consuelo Sanchez)

E-1. 2020 Sports Events Update (Postponed/Rescheduled vs. Canceled)

Ms. Sanchez reviewed the item using a PowerPoint presentation. Some key points were the list of cancelled events, the list of events that had been postponed or rescheduled, events that were funded by Pasco County, the IAGTO North American Convention, the Torhs 2Hot4Ice National Championship, and the SSG Ice Hockey Event.

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

F. INDUSTRY RELATIONS AND ADVOCACY UPDATE

(Gaby LaJeunesse)

F-1. Virtual Stakeholders Webinars Update

Ms. LaJeunesse reviewed the item using a PowerPoint presentation. Some key points were the virtual stakeholders' webinars that were held, closures in Pasco County, the new section of the Florida SportsCoast website, the Recovery Marketing Plan, and the Phase IV Marketing Plan.

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

G. TOURISM SALES REPORT

(Anthony Stinsman)

G-1. Group Business Booked vs. Lost

G-2. Group Leads Update

Mr. Anthony Stinsman, Sales Manager, spoke regarding attending the Connect Marketplace Business Travel Segment and the Travel Adventure Show in Atlanta and Washington D.C. He continued his discussion regarding good leads, the loss of 2020 revenue, WilBilt events and meetings, the Southern Organization of Human Services events, upcoming 2021 events, the International Talent Show (ITS), the Group Meetings Incentive Program, possible room nights that could be generated in 2021, upcoming events to be hosted at Saddlebrook in Wesley Chapel, the Florida Association of Counties, My Area Network, Bounce Back Tours, and Rediscover America.

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

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

Ms. Gayson reviewed the items using a PowerPoint presentation. Some key points were marketing, drone footage that had been captured, the Florida Sports Coast logo, Identity Tampa Bay, the Recovery Marketing Plan, the Recovery Sports Tourism video, social media outlets, the Public Relations Update, Happiest Travels, Oceanographic Magazine, Posh Seven, Downtown Magazine, Nashville Lifestyle, and the Red Tricycle. She stated that Florida SportsCoast had won the Silver Telly Award this year and they had won the Bronze Telly Award the previous year.

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

I. DESTINATION REPORT

(Adam Thomas)

I-1. Destination Update (STR/ATR/TDT Revenue)

I-2. FY2020 Q2 Treasurer's Report

Mr. Thomas reviewed the item with a PowerPoint presentation. Some key points were the record setting 2020 Fiscal Year (FY) before Covid-19, how Pasco County had been on pace to meet the projected revenue of \$3,200,000.00 for FY 2020 but due to Covid-19 the projection has suffered, the monthly projection and loss reports, the Vacation Rental Market Intelligence, ATR reports, the Tourist Development Tax, the new projected revenue of \$2,100,000.00 for FY 2020, and the Treasurer's Report.

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

Mr. Thomas spoke regarding working with Mr. Bill Cronin, Pasco EDC, to develop a program that could start sparking consumer confidence in traveling, focusing on safety measures and healthy practices for hotels, attractions, and restaurants, a program that was part of the Global Bio Risk Alliance Council, the possibility of forming partnerships with local hospitals, and collaborating with Mr. David Engel with the Office of Economic

Growth on how to develop a program that could be launched as a community, the impressions generated, and bringing an item before the Board in June 2020.

J. NEW BUSINESS

J-1. TDC Member Updates

Chairman Moore spoke regarding a Farm Share Event that had provided 33,000 pounds of food to approximately 700 cars and thanked Mr. Lenners and his team for hosting the event at the Shops at Wiregrass. He also noted that Pasco County Parks were starting to open and that recreational activities would resume.

Ms. Longman, Mr. Lenners, and Mr. Bishop spoke regarding the departments recovery efforts and thanked Staff for their phenomenal efforts.

Chairman Moore thanked everyone that had attended and noted the next meeting would be in June 2020.

K. ADJOURNMENT

The meeting adjourned at 10:50 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
MAY 27, 2020



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

Prepared by: *Tiffany Linville*
Tiffany Linville, Records Clerk I
Board Records Division