



PASCO COUNTY  
TOURIST DEVELOPMENT COUNCIL  
SEPTEMBER 16TH, 2020 – 9:30AM  
DADE CITY COURT HOUSE  
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  
Councilman Kenneth M. Burgess, Jr.  
Councilman 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. PUBLIC COMMENT**  
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 August 12<sup>th</sup> TDC Minutes as presented
- D. PRESENTATIONS / FUNDING REQUESTS**
  - D-1. PRESENTATIONS**
    - D-1.1. April – June Visitor Profile and Economic Impact Study (Rachael Anglin)
- E. SPORTS DEVELOPMENT UPDATE** (Consuelo Sanchez)
  - E-1. Upcoming Events
  - E-2. Site Visits Update
  - E-3. Other Updates
- F. MEDIA REPORT** (Kolby Gayson)
  - F-1. Marketing Update
  - F-2. Social Media Update
  - F-3. PR Updates
- G. TOURISM SALES UPDATE** (Anthony Stinsman)
  - G-1. Tourism Sales Update
- H. INDUSTRY RELATIONS UPDATE** (Gaby LaJeunesse)
  - H-1. Industry Relations Update
- I. DESTINATION REPORT** (Adam Thomas)
  - I-1. Destination Update: STR / TDT Revenue
  - I-2. April – June Quarterly Treasurer’s Report
- J. OLD BUSINESS** (Adam Thomas)
  - J-1. The Zimmerman Agency Agreement Update
- K. NEW BUSINESS** (Adam Thomas)
  - K-1. FY21 Business Initiatives & Strategic Plan Update
  - K-2. TDC Member Updates
- L. ADJOURNMENT**

**Next TDC Meeting:**  
**October 21st, 2020 – 9:30am**  
**Location: West Pasco Government Center**



727.847.8129



FLSportsCoast.com