



PASCO COUNTY  
 TOURIST DEVELOPMENT COUNCIL  
 October 21<sup>st</sup>, 2020 – 9:30AM  
 WEST PASCO GOVERNMENT CENTER  
 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-Chair, Capt. Wendy Longman  
 Councilman Kenneth M. Burgess Jr.

Councilman Chopper Davis  
 Robert Riehle  
 Mike Kidd

Greg Lenners  
 Mike Bishop  
 Open Seat

- 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. September 16<sup>th</sup> TDC Minutes to be presented at the November 18<sup>th</sup> TDC meeting
- D. PRESENTATIONS / FUNDING REQUESTS**
  - D-1. PRESENTATIONS**
    - D-1.1. Wiregrass Ranch Sports Campus of Pasco County Update – Raddsports (Jannah Nager)
    - D-1.2. Marketing Sponsorship at SVB Tennis Center – SVB Foundation (Consuelo Sanchez)
  - D-2. FUNDING REQUESTS**
    - D-2.1. Tampa Bay Christmas Invitational – Tampa Bay Christmas Invitational (Consuelo Sanchez)
    - D-2-2. Gasparilla Volleyball Kick-off Classic – Tampa United Events
- E. SPORTS DEVELOPMENT UPDATE** (Consuelo Sanchez)
  - E-1. Past/Upcoming Events
  - E-2. FSF Grants Update
  - E-3. AdventHealth Center Ice Funding Agreement Update
  - E-4. Other Updates
- F. MEDIA REPORT** (Kolby Gayson)
  - F-1. FY21 Media Plan Presentation
  - F-2. 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
- J. OLD BUSINESS** (Adam Thomas)
  - J-1. FY 2021 Visitor Profile Agreement approved by BCC
  - J-2. First Amendment to Savage Race Agreement approved by BCC
  - J-3. Third Amendment to The Zimmerman Agency Agreement approved by BCC
  - J-4. Super Bowl Agreement Update



727.847.8129



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**K. NEW BUSINESS**

- K-1. Proposed 2021 TDC Schedule
- K-2. Destinations Florida Incoming Chairman
- K-3. Naming Rights Agreement between RADDSports and AdventHealth
- K-4. Judy Sutton resigns her position on the Tourist Development Council
- K-5. Other Business by Council members

(Adam Thomas)

**L. ADJOURNMENT**

**Next TDC Meeting:  
November 18<sup>th</sup>, 2020 – 9:30am  
Location: Dade City Court House**



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