

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
VIRTUAL MEETING**

ANNOTATED MINUTES

OCTOBER 21, 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.

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM, 1ST FLOOR
8731 CITIZENS DRIVE, NEW PORT RICHEY, FL 34654**

Tourist Development Council

The Honorable Mike Moore
Chairman, BCC

The Honorable Kenneth M. Burgess Jr.
Council President, City of Zephyrhills

The Honorable Chopper Davis
Councilman, City of New Port Richey

Mike Kidd
Hilton Garden Inn, Lutz

Robert Riehle
Saddlebrook Resort

Wendy Longman
Vice-Chair, 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
Shelly Bandy, Project Coordinator III
Maria Gabriela LaJeunesse
Industry Relations Coordinator
Anthony Stinsman
Tourism Sales Manager

Consuelo Sanchez
Tourism Program Manager
Kolby Gayson
Communications Manager
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 Floyd, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Floyd called the roll. All members were present with the exception of Mr. Kidd who was absent.

B. OPEN TO THE PUBLIC

There was no public comment.

C. APPROVE MINUTES OF MEETING

C-1. Approve September 16th TDC Minutes as presented

The Minutes were not available. No action was taken.

D. PRESENTATIONS/FUNDING REQUESTS

D-1. PRESENTATIONS

D-1.1. Wiregrass Ranch Sports Campus of Pasco County Update – Radd Sports (Jannah Nager)

Mr. Stinsman gave the update using a PowerPoint presentation and spoke regarding that not all of the equipment was available yet, recent events for August and September including the number of attendees and room nights, and the 90-Day Outlook of events.

Mr. Thomas spoke regarding the update.

Discussion was held regarding positive comments about the local programs; events that were not listed on the PowerPoint presentation; projections for specific events; and working with events that had to scale down due to the times.

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

D-1.2. Marketing Sponsorship at SVB Tennis Center – SVB Foundation
(Consuelo Sanchez)

Ms. Sanchez reviewed the item and spoke regarding the opening, events that were already on the books, global promotion, and that they would come back with a more formal proposal.

Discussion was held regarding what they would be getting from the sponsorship; other newer sports facilities; the percentage of people in and out of the Tampa Bay area that were expected; upcoming events; that the facility was a City project and no funds from the County were used; and what would be brought forward in the future.

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

D-2. FUNDING REQUESTS
(Consuelo Sanchez)

**D-2.1. Tampa Bay Christmas Invitational
– Tampa Bay Christmas Invitational**

Ms. Sanchez reviewed the item and spoke regarding that the event had grown over the last few years, the expected number of teams this year, the expected number of room nights to be generated, and the request which would be based on performance.

Discussion was held regarding that reimbursement for the event would only be for hotel nights in Pasco County.

The Council approved the item per Staff's recommendation.

D-2.2. Gasparilla Volleyball Kick-off Classic – Tampa United Events

Ms. Sanchez reviewed the item and spoke regarding the event, the number of teams that had been turned away in the past, the expected number of room nights, and the request which would be based on performance.

The Council approved the item per Staff's recommendation.

E. SPORTS DEVELOPMENT UPDATE

(Consuelo Sanchez)

E-1. Past/Upcoming Events

Agenda items E-1, E-2, and E-3 were heard together.

Ms. Sanchez gave the updates using documents that had been distributed. She spoke regarding the recent events, confirmed room nights, events that had been passed on, upcoming events, grants that had been applied for, past funding allotted for AdventHealth Center Ice, reports that had not been provided in a timely manner, and that they would support separate events at AdventHealth Center Ice.

Discussion was held regarding sponsorships and reimbursements for AdventHealth Center Ice events; whether the funding changes needed to be approved by the Council; the agreement expiration; the reallocation of funds; the Labor Day weekend numbers; and the Bishop Volleyball Tournament event.

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

E-2. FSF Grants Update

Agenda items E-1, E-2, and E-3 were heard together.

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

E-3. AdventHealth Center Ice Funding Agreement Update

Agenda items E-1, E-2, and E-3 were heard together.

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

E-4. Other Updates

Ms. Sanchez explained they would be losing the MyHockey Tournaments in the new hockey season, confirmed events through Florida Sports Foundation that would be hosted by Florida's Sports Coast, and other upcoming events.

Discussion was held regarding a past lacrosse tournament; the other upcoming events; and working with event organizers.

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

F. MEDIA REPORT
(Kolby Gayson)

F-1. FY21 Media Plan Presentation

Ms. Gayson gave the update using a PowerPoint Presentation and key topics included creating a plan that could be adjusted in the event of impacts from the pandemic, digital campaigns, who and where was being targeted, the allocation of funds, the different types of advertising mediums, the Meetings segment of advertising, CARES Act funding and required rules to be followed, the different companies they were working with and services that had been purchased, different Native Content, and digital streaming opportunities.

Discussion was held regarding a news station visiting New Port Richey interviewing places downtown; an invitation from Councilman Davis to the Staff to go kayaking; Visit Florida; the six foot distancing approach; the CARES Act funding; and appreciation to Staff for their efforts.

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

F-2. Marketing Update

The item was not discussed.

F-2. Social Media Update

Ms. Gayson gave the update and spoke regarding developing video content, a recent video about Starkey Market, and an upcoming video.

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

F-3. PR Updates

Ms. Gayson gave the update and spoke regarding the second batch of beer brew, the unique marketing opportunity, that it was doing a limited distribution and where it could be found, and an upcoming kick-off event and give-a-ways.

Discussion was held regarding the upcoming kick-off event; an upcoming video; and where the brewery was located.

G. TOURISM SALES UPDATE

(Anthony Stinsman)

G-1. Tourism Sales Update

Mr. Thomas gave the update and spoke regarding meetings Ms. Stinsman had recently attended and had coming up, coming bids, upcoming events, site visits, new leads, a newsletter, and items that would be brought forward next month.

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

H. INDUSTRY RELATIONS UPDATE

(Gaby LaJeunesse)

H-1. Industry Relations Update

Ms. LaJeunesse gave the update and spoke regarding film projects, stakeholder meetings, a program being put into place by the Pasco County Human Trafficking Division, developing relationships with businesses in the area, a new meeting venue, and the new tiki pontoon at Windsong Charters.

Discussion was held regarding the tiki pontoon at Windsong Charters and Staff efforts.

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

I. DESTINATION REPORT

(Adam Thomas)

I-1. Destination Update: STR/TDT Revenue

Mr. Thomas gave the update using a PowerPoint Presentation and key topics included the statistics and data provided, data that had recently been received, the revenue, and the calendar recap.

Ms. Cathy Pearson, Assistant County Administrator for Public Services, spoke regarding the item.

Discussion was held regarding hotel rates; CARES Act Funding; and appreciation to Staff for their efforts.

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

J. OLD BUSINESS

(Adam Thomas)

J-1. FY 2021 Visitor Profile Agreement approved by BCC

Mr. Thomas explained they were still waiting on the final report for 2020 and expressed his appreciation to the Board of County Commissioners for approving the agreement.

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

J-2. First Amendment to Savage Race Agreement approved by BCC

Mr. Thomas explained the amendment was to scale back the funding due the lack of Tourist Development Tax revenue generated.

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

J-3. Third Amendment to The Zimmerman Agency Agreement approved by BCC

Mr. Thomas explained the amendment was to scale back the scope of services only to include website posting and maintenance and public relations.

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

J-4. Super Bowl Agreement Update

Mr. Thomas expressed his appreciation to the Council for their support with marketing initiatives and spoke regarding the reallocation of funds, the Super Bowl, and the effect of COVID-19 on the NFL.

Discussion was held regarding the reallocation of funds.

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

K. NEW BUSINESS

(Adam Thomas)

K-1. Proposed 2021 TDC Schedule

Mr. Thomas reviewed the proposed 2021 schedule with the Council.

It was confirmed the new meeting start time would be 10:00 a.m.

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

K-2. Destinations Florida Incoming Chairman

Mr. Thomas explained he would be the incoming Chairman of Destinations Florida. He explained Destinations Florida served as a single unifying voice for all the Destination Marketing Organizations throughout the State.

The Council expressed their congratulations to Mr. Thomas.

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

K-3. Naming Rights Agreement between RADDSports and AdventHealth

Mr. Thomas explained the agreement was approved at the Board of County Commissioners meeting of October 20, 2020.

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

K-4. Judy Sutton resigns her position on the Tourist Development Council

Mr. Thomas explained Ms. Sutton had resigned her position and expressed his appreciation for her past efforts.

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

K-5. Other Business by Council Members

Councilman Burgess spoke regarding the recent grand opening of the tennis center, the different courts, and upcoming tournaments.

Discussion was held regarding the different sports that would be played at the tennis center; and Ms. Sarah Vande Berg who the center had been named after.

Mr. Lenners noted new businesses that would be coming to the mall, upcoming events and he expressed his appreciation to the Board of County Commissioners for approval of the alcohol permit.

Ms. Longman explained Leadership Pasco had approached her to create a new tourism day for their curriculum and noted that Mr. Thomas was her co-chair.

Councilman Davis noted the television presentation he had mentioned earlier in the meeting would be October 28th between 10:00 a.m. and 11:00 a.m. on NBC channel 8. He also spoke regarding a new event center available for rent.

Mr. Riehle spoke regarding a recent last minute tournament that was held at Saddlebrook.

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

L. ADJOURNMENT

The meeting adjourned at 11:05 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
OCTOBER 21, 2020



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

Prepared by: Jessica L. Floyd
Jessica L. Floyd, Records Clerk I
Board Records Division