

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
HYBRID VIRTUAL MEETING

ANNOTATED MINUTES

MARCH 24, 2021

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

10:00 A.M.

HISTORIC PASCO COUNTY COURTHOUSE BOARD ROOM 2ND FLOOR
37918 MERIDIAN AVENUE, DADE CITY, FL 33525

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

Greg Lenner
Shoppes at Wiregrass

Wendy Longman
Windsong Charters

Mike Bishop
Director of Stakeholder Engagement
for the Pasco EDC

Bobbi L. DeFilippis
SpringHill Suites Marriott Tampa

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 10:01 a.m.

Invocation Pledge of Allegiance

Ms. Jessica Rodriguez, Deputy Clerk, gave the Invocation at led the Pledge of Allegiance.

Roll Call

Ms. Rodriguez called the roll. All members were present. Chairman Moore attended the meeting virtually.

B. PUBLIC COMMENT

There was no Public Comment.

C. APPROVE MINUTES OF MEETING - (Chairman Moore)

C-1. Approve February 17th TDC Minutes as presented

The Council approved the February 17, 2021 meeting Minutes.

D. PRESENTATIONS /FUNDING REQUESTS

D-1. Dade City Bike HUB Presentation Update – (Melanie Romagnoli)

Ms. Melanie Romagnoli, Community and Economic Development Expert, gave the update using a PowerPoint presentation and thanked the Council for the funding for the Visitors Information Center with a groundbreaking held. She continued her update giving a quick project overview, the map and aerial view of the Park Conceptual layout, the overview location, the visitor's information center, the overview interior components, the Timeline for Completion, and the ribbon cutting set for June 2021.

Chairman Moore thanked Ms. Romagnoli for her presentation update as well as Mr. Andy Taylor, Legislative Aide to Commissioner Moore, and Mayor Camille Hernandez for their efforts.

Brief discussion was held of the square footage of the proposed project.

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

D-2. FY 2021 Q1 Marketing/ PR Report – (Kolby Gayson)

Ms. Gayson reviewed the items using a PowerPoint Presentation. Some key points included the Q1 report from October 1, 2020 through December 31, 2020 with a focus on “Get Out to Adventures”, the CARES Act funds being used for digital ads, the KPI Performance performing well, the Website Performance and Overview, the Website Traffic Sources, that Madden’s Facebook retargeting ads were the top referral to the site behind travelandleisure.com, the Top Landing Pages, the devices used, the paid search and paid media, the digital media campaign performance by Site-CARES, the PR overview, and the social media, the email marketing, and the blog content.

Discussion was held regarding RP for the website and other documents on hold; and the Chasco Pow Wow.

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

D-3. Creative Placement Funding Request for Wiregrass Ranch Sports Campus of Pasco County

Mr. Thomas presented the item using a PowerPoint presentation and spoke regarding the Florida’s Sports Coast Brand Creative Placements for the Wiregrass Ranch Sports Campus and the interior picture murals, the mezzanine lobby mural, the mezzanine left mural, and the mezzanine right mural. Staff recommended approval of funds from the “Miscellaneous/Special Projects” account for up to \$85,000.00 to cover expenditures related to the creative placement and monument.

Discussion was held regarding the signs possibly being digital or LED; the amount covering both the monument and the creative design; Staff bringing the monument signage back for further review; and the creative fee being a one-time fee.

The Council approved the item per Staff’s recommendation with Mr. Kidd and Ms. DeFilippis voting nay by a roll call vote.

E. SPORTS DEVELOPMENT UPDATE - (Consuelo Sanchez)

- E-1. Upcoming Events
- E-2. Postponed / Canceled / Relocated Events
- E-3. Site Visits Update
- E-4. Other Updates

Mr. Thomas reviewed the items and noted that Ms. Sanchez was in Gainesville attending the Florida Sunshine Sports Council and spoke regarding 4 tournaments held in March and 6 tournament held in April. Some Key points were events previously hosted Blue Star Basketball, the Florida Sports Foundation and in-State funding being terminated, and the Sarah Vande Berg Tennis and Wellness Center being named in the top 10 of the world's best padel venues.

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

F. MEDIA REPORT - (Kolby Gayson)

- F-1. Marketing Update
- F-2. Website Update
- F-3. Social Media Update
- F-4. PR Update

Ms. Gayson reviewed the items and spoke regarding the Marketing Update with the impressions, with strong click throughs, the Google Display video Ads, SEM with the top keyword continued to be RV Camping, TravelSpike ads, Lead Generation with the top states being New York, North Carolina, New Jersey, Ohio, Indiana, and Illinois, Website Updates, the Escape to Adventure giveaway with over 700 entries through comments with the winner being selected from the Orlando Area, the Facebook followers growing by over 900 and an increase from LinkedIn followers, PR updates, Florida's Sport Coast having 43 mentions and 97 social shares, 20 press kits for the #EscapetoAdventure Press were sent out to influencers and journalists, the Virtual Kumquat FAM with kits sent out to selected journalists with items from local vendors, and an upcoming FAM in March with Miami Living Magazine and influencer, The Flohemian.

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

G. INDUSTRY RELATIONS UPDATE - (Gaby LaJeunesse)

- G-1. Industry Relations Update

Ms. LaJeunesse spoke regarding new businesses added to their list of partners that included Double Branch Artisan Ales, Dented Keg Ale Works, Vampire Penguin, Main Street Bakery, and the Butcher's Block.

She also recognized businesses that had been certified by BlitzTip and the Human Trafficking Foundation which included Hampton Inn Odessa, Hilton Garden Inn Wesley Chapel, Sleep Inn Wesley Chapel, Sunshine Inn Motel Dade City, The Lift Adventure Park, and Skeleton Key Marina.

She spoke regarding The Education Council of Film Florida had requested that all Film Commissions in Florida provide a current list of educational institutions, with PHSC and Marchman Technical College being contacted to discuss future partnerships.

Ms. LaJeunesse expressed being honored to be part of the Pasco County Human Trafficking Foundation and the Foundation being a County Board.

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

H. DESTINATION REPORT - (Adam Thomas)

H-1. January STR

Mr. Thomas reviewed the item with a PowerPoint presentation. Some key points were January 2021 being down 10% in occupancy, Pasco's ADR decreasing to 12.6% for the month of January, and with 2 comparisons being taken away and being all inclusive data.

Discussion was held regarding the 3 new properties being the Hyatt Place Tampa/Wesley Chapel, the SpringHill Suites and the new Hampton Inn Odessa Trinity with inventory increasing soon; tourism being different between Hillsborough and Pinellas depending on their attractions and separating them in data; and in-depth discussion on the ADR and occupancy variants between Pasco County and Hernando County;

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

H-2. TDT Revenue Collections – January

Mr. Thomas spoke regarding the January 2020 versus January 2021 revenue, the decrease of 14.5% in the year over year comparison, the TDT calendar recap, and the hope for an increase in revenue by May.

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

I. OLD BUSINESS

I-1. Chasco Fiesta Funding Update

Mr. Thomas spoke regarding recommended funding from the Marketing Matching Sponsorship Program for the 2021 Chasco Fiesta for \$5,000.00 with the original event being scheduled to take place in New Port Richey, April 9 through the 17, 2021. He noted that Chasco Fiesta requested consideration from the Tourism Development Council to recommend funding from the Marketing Matching Program to advertise the Chasco Fiesta events that would be hosted throughout 2021 due to the Covid-19 pandemic and businesses that sponsored the events were struggling. Staff recommended an amended previous motion in funding the Marketing Matching Sponsorship Program for the 2021 Chasco Fiesta in the amount of \$5,000.00 to still continue throughout the year and not a specific date of the original event.

Discussion was held regarding the monies being spent during the fiscal year; the different events that would bring more tourism to the area and stay in area hotels; the branding and keeping Chasco Fiesta alive; the agreement being new as well as the details; and the program marketing out of the region of Tampa Bay.

The Council approved the funding request per Staff's recommendation by a roll call vote.

I-2. Visitor Profile Report Follow Up Comments

Mr. Thomas gave a brief update regarding the questions from the Council members regarding the Visitor Profile and Economic Impact Report from the Downs & St. Germain report and noted that an e-mail was sent addressing the questions with a brief overview of the details for each event.

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

I-3. FY 2021 Q1 Treasurer's Report

Mr. Thomas reviewed the item with a PowerPoint Presentation. Some key points were the actual quarterly expenditures of professional services, with 10% being spent from accounts thanks to the help of the CARES funding, and with the help of the CARES funding the DMO was able to start their FY 2021 funding in January.

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

Discussion followed regarding the tax revenue collections being collected from Senator Fasano's Office; the funds being reported by quadrants in the County to indicate where they're coming from with real time reporting; previous discussions on enforcement of the

vacation rentals such as Airbnb and VRBO; and Chairman Moore reaching out to Senator Fasano for more information on the rentals.

J. NEW BUSINESS

J-1. Legislative Update

Mr. Thomas reviewed the item using a PowerPoint presentation and spoke regarding the Legislation and 2 Bills being the Tourist Development Tax Expansion and the Convention Development Tax to finance flood mitigation projects and improvements with said funds, with the Bill requiring a referendum to renew both taxes every 5 years.

Discussion was held regarding the flood mitigation projects and clarifications; sea level rising and things of that nature being tied into Tourism; and the TDC budget working towards flood mitigation projects.

Ms. Blair gave more clarification and spoke regarding changing allocations.

Mr. Thomas continued his presentation and spoke in-depth regarding the referendum with the amended Bill, the Public Records Exemptions Bill, the Visit Florida Bill, the Vacation Rentals Bill, and the Big Tech Boycott Bill. He also spoke briefly on the budget with the Governor's Office proposing a \$96.6 billion budget for 2021-22 which would include \$50 million to Visit Florida.

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

J-2. Sports Tourism Services & Projects Coordinator Position

Mr. Thomas noted a new position WAS opening for Sports Tourism Services and Project Coordinator, an expansion of Ms. Gayson's position for event services, and gave a brief description of the position.

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

J-3. Team Up Celebration Update

Ms. Gayson spoke regarding the Tourism Banquet being combined with Pasco EDC for Pasco's economic drivers, being held on May 6th at Advent Health Center Ice. The event would be funded by encumbered funds from the DMO's original plans, presentations from Mr. Bill Cronin, President and CEO of Pasco Economic Development Council, from Mr. Thomas and a keynote presentation from Mr. Mike Rayburn, and the event being hosted virtually as well.

Commissioner Moore thanked Ms. Gayson for her presentation.

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

J-4. New TDC Agenda System – CivicClerk

Mr. Thomas noted that going forward the DMO would be using Civic Clerk for the TDC Agenda system, Civic Clerk being used by the Board of County Commissioners, and being a user friendly and would provide a link to access specific items.

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

J-5. TDC Members Update

Mr. Bishop expressed excitement about the Kumquat Festival happening in Dade City along with the new Dade City Brewery opening and hoped everyone could make it out to the event.

Mr. Kidd echoed Mr. Bishop's comments and noted he would try to make it out to the Kumquat festival with his family.

Ms. Longman spoke regarding Tourism Day, with a test run on Monday, focusing on the East Side, the importance of sports tourism to the economy, possible joint partnership with the hotels, and the event kick-off being in February 2022.

Mr. Thomas led discussion with the Council regarding adding travels, a Tourism Jeopardy Day for citizens to participate, gave kudos to Ms. Longman on her leadership and bringing Tourism Day forward.

Councilman Davis spoke regarding the leadership and reaching out to young leaders and asked how the Tourism Day would proceed.

Ms. Longman spoke in detail about the event being a 1-day all day event starting out on the East side and finishing over on the West side.

Councilman Burgess spoke regarding the Sarah Vande Berg Tennis and Wellness Center adding racket sport, with racket sport being the fastest growing world. He also spoke regarding the Zephyrhills Barbeque and Blues Event on April 10th with a drive thru bar-b-que and a socially distanced concert.

Ms. DeFilippis spoke regarding Spring Hill Suites Marriott being booked with all the sport events and foresees being booked up for the next 6 to 8 weeks.

Councilman Davis invited everyone after the Kumquat Festival to come to the Lis's Pieces Art and Craft Walk stroll through with over 45 local vendors in downtown New Port Richey. He also led discussion on monuments signs and possibly adding digital signs in downtown New Port Richey.

Ms. Blair spoke regarding looking into the Ordinance regarding digital signs in downtown areas and bringing would bring information to the next meeting.

Mr. Lenners spoke regarding not being able to make it to the Kumquat Festival, the new Sephora at the Shops at Wiregrass opening April 5th, bringing more events in the next few months starting in May, and a new Symphony of Lights Event starting in November 2021.

Chairman Moore spoke regarding the Hub Event at Wesley Chapel Center Ice being successful, the 4,500 room nights that the event created, and the event being held at a perfect time in Pasco County.

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

K. ADJOURNMENT

The meeting adjourned at 11:37 a.m.

TOURIST DEVELOPMENT COUNCIL
HYBRID VIRTUAL REGULAR MEETING
MARCH 24, 2021



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

Prepared by: J. Rodriguez
Jessica Rodriguez, Records Clerk III
Board Records Division