

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
HYBRID/VIRTUAL MEETING**

ANNOTATED MINUTES

APRIL 21, 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.

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

Tourist Development Council

The Honorable Mike Moore
Chairman, BCC - **ABSENT**

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

The Honorable Chopper Davis
Councilman, City of New Port Richey

Mike Kidd - **ABSENT**
Hilton Garden Inn, Lutz

Bobbi L. DeFilippis
Spring Hill Suites Marriott, Tampa

Robert Riehle
Saddlebrook Resort

Wendy Longman
Windsong Charters

Greg Lenner
Shoppes at Wiregrass

Legal Staff:
Elizabeth Blair
Senior Assistant County Attorney

Mike Bishop
Director of Stakeholder Engagement
for the Pasco EDC

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

Vice-Chairman Longman called the meeting to order at 10:00 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 with the exception of Chairman Mike Moore and Mr. Mike Kidd who were absent.

B. PUBLIC COMMENT

There was none.

C. APPROVE MINUTES OF MEETING

C-1. Minutes to be presented at next TDC meeting

There were no Minutes available for approval. No action was required.

D. PRESENTATIONS – (Adam Thomas)

D-1. FY 2022 Draft Budget

Mr. Thomas presented the item using a PowerPoint presentation and noted that the item was a FY 2022 Draft Budget and that the presentation was for information only. He gave a brief breakdown of the revenue and expenses, with increases, and noted negotiations for indirect costs.

Discussion was held regarding indirect costs; FY 2019 data used to draft the FY 2022 Budget; and bringing the final draft at the end of the Quarter 3 or 4 for final approval.

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

E. FUNDING REQUESTS – (Consuelo Sanchez)

E-1. Sunshine Cup Tournament

Ms. Sanchez provided background on the event. AdventHealth Center Ice had partnered with a Canadian organization in 2020, and the event was canceled due to Covid-19 restrictions. Staff recommended funding up to \$6,000.00 based on room nights.

The Council approved the item per Staff's recommendation.

E-2. Clearwater Coast Championships

Ms. Sanchez provided background on the event and noted for the events name change to reflect Florida Sport Coast Championships rather than Clearwater Coast Championships. The event would be the 1st Annual Championship at the new Wiregrass Ranch Sports Complex where teams from the Southeast and beyond would compete. Staff recommended funding up to \$7,000.00 based on room nights.

The Council approved the item per Staff's recommendation.

E-3. Mrs. Hockey Invite

Ms. Sanchez provided background on the event. She spoke regarding hosting the event in 2019 and 2020 with the event bringing in the majority of teams to the area, the event bringing in top Tier I and Tier II girls' hockey teams at the 12U level, and Premier Ice Prospects projecting to bring 24 teams, 22 out of state teams, and 2 Florida teams. Staff recommended funding up to \$12,000.00 based on room nights.

Discussion was held regarding the teams attendance of the Banquet.

The Council approved the item per Staff's recommendation.

F. SPORTS DEVELOPMENT UPDATE - (Consuelo Sanchez)

F-1. Upcoming Events

Ms. Sanchez provided the Council with a list of upcoming events for the months of April and May, and noted that the USA Powerlifting event had moved their event to Orlando from the Land O' Lakes Recreation Complex due to the size and needing a bigger venue, and hosting an event in December at the center.

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

F-2. Site Visits Update

Ms. Sanchez presented the item and spoke regarding hosting SUTS Basketball in January.

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

F-3. FSF Grants Update

Ms. Sanchez presented the list to the Council of events being held from July 2021 through September 2021 with grant funding and noted that the events had not yet been approved.

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

F-4. Other Updates

Ms. Sanchez spoke regarding Pylon 7on7 hosting a football event with 16 teams from the Tallahassee, Orlando, and Miami areas, Pylon 7on7 also hosted basketball events partner with Amateur Athletic Union, Blueline Hockey coming back with two events, and USA Hockey hosted Men's National Championships.

Discussion was held regarding weightlifting possibly being held at the Wiregrass Ranch Sports Complex and paper handouts or links being provided to attendees of major events to better accommodate the room nights for Pasco County.

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

G. MEDIA REPORT - (Kolby Gayson)

G-1. Marketing Update

Ms. Gayson spoke regarding the Madden Digital Marketing display ads that were performing well, the click throughs being up, remarketing display ads, Google display videos, the SEM with the keyword being Wesley Chapel, FL, social media remarketing ads, and the Atlas Obscura (CARES buy).

Discussion was held regarding being permanently on the Atlas Obscura list.

Ms. Gayson continued her presentation and spoke regarding the Lead Generation with Miles Media Leads resulting in 58 total leads with seven coming from Florida, six from Pennsylvania, and five from Illinois.

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

G-2. Website Update

Ms. Gayson spoke regarding the website updates and during March, 164 new visitors to the website, the bounce rate, and the average page views.

Discussion was held regarding the bounce rates for the website.

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

G-3. Social Media Update

Ms. Gayson reviewed the item and spoke regarding the numbers being low, the #EscapetoAdventure giveaway, the Kumquat Festival, the Pickett family Matador video, and the Kumquat Growers featuring Mr. Greg Gude and the history of kumquats in Florida,

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

G-4. PR Update

Ms. Gayson presented the update and spoke regarding March being busy with journalism and the start of travels, the Miami Living Magazine FAM tour, the ABC Action News Live coming to New Port Richey and to Wesley Chapel at the Wiregrass Ranch Sports Campus and the use of the name recognition branding, and the Flohemian FAM tour who was a Florida influencer.

Discussion was held regarding the Flohemian and the video for the Pasco EDC and the Team Up! Celebration that would include a blooper reel.

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

H. TOURISM SALES UPDATE - (Anthony Stinsman)

H-1. Tourism Sales Update

Mr. Thomas gave a brief update regarding Express Conference moving forward with 2 events which are SMERF Xpress and the Sports Express conferences, with an attracting of 80-100 planners and destinations from around the country. He spoke regarding hosting in their destination the Destinations Florida Annual meeting being

held in October, a co-branding video between Pasco EDC and Florida's Sport Coast, and attending the 2021 Connect Marketplace that will be hosted in Tampa this year.

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

I. INDUSTRY RELATIONS UPDATE - (Gaby LaJeunesse)

I-1. Industry Relations Update

Ms. LaJeunesse gave a brief update regarding recent partnership with Seal in the Sun Charter and Raining Berries. She spoke regarding the 3 film permits being issued in the last month. She also spoke regarding being honored to accompany Corporal Wilkett to deliver decals to the businesses that were certified and registered as "Human Trafficking Free Zones".

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

J. DESTINATION REPORT - (Adam Thomas)

J-1. February STR / TDT Revenue

Mr. Thomas presented the item using a PowerPoint presentation and gave the report for occupancy, average daily rates and REVPAR with a decrease of 12.1% in the month of February, the STR Report, the TDT Revenue and monthly collections, and noted that the numbers were better than 2019 and projections on getting better as the year went on.

Discussion was held regarding the comparison from FY 2019 to FY 2021 and the occupancy rates increasing through 2021.

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

K. OLD BUSINESS

K-1. New TDC Agenda System

Ms. Sanchez noted that the Council would be moving forward and starting next month they would start to use CivicClerk, the County's agenda system, as soon as testing was done.

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

K-2. Website RFP Update

K-3. PR Agency RFP Update

Agenda items K-2 and K-3 were heard together.

Mr. Thomas noted that the items were still in legal review.

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

K-4. Team Up! Celebration Update

Mr. Bishop gave a brief update on the Team Up! Celebration and noted that the tickets for the event were close to being sold out.

Ms. Gayson added that the event would be a healthy blend of both the Economic Development Council and Florida's Sport Coast.

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

L. NEW BUSINESS

L-1. Legislative Update

Mr. Thomas presented the item using a PowerPoint presentation and spoke regarding the TDT Expansion with the CDT Bill passing the House with the Senate Bill not being heard yet, the Public Records Exemption not moving but on track to pass the Senate, the Visit Florida Bill not moving and possibly coming back in 2022, and that the Vacation Rental Bill was not heard with language modifications.

Discussion was held regarding vacation rentals from Airbnb and VRBO.

Ms. Blair added in-depth clarification on how funds were collected from the vacation rentals.

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

L-2. Staff Update

Mr. Thomas informed the Council that Mr. Anthony Stinsman, Tourism Sales Manager, had been offered a new opportunity with another organization, and his last day would be April 23rd. He wished Mr. Stinsman the best and was sad to see him go, and would be taking on new roles for the rest of FY 2021 with possible reorganization that would be brought back with the Budget at the end of FY 2021.

Vice-Chairman Longman gave her accolades to Staff for their great team and their efforts throughout the pandemic.

Mr. Thomas reminded the Council of the Team Up! Banquet which had 13 tickets left for the May 6, 2021 event.

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

L-3. TDC Members Update

Mr. Bishop expressed excitement on the upcoming Team Up! Banquet coming up and his hope to see everyone there.

Councilman Burgess gave his accolades to Staff for their great job and appreciated their efforts.

Vice-Chairman Longman briefly said she was busy with many upcoming events.

Ms. DeFilippis echoed Vice-Chairman Longman on staying busy and a shortage of housekeeping staff. She wanted to inform every one of current openings for the SpringHill Suites Marriott Tampa hotel.

Councilman Davis spoke regarding the Main Street Conference being in New Port Richey July 21 through 24, with a presentation regarding funding of room nights. He invited everyone to the 22nd Annual Chasco Fiesta Car, Truck, and Bike Show being held on May 29th. He also spoke regarding Florida Premier FC having an event over the weekend with over 500 games being played and that he would be at 12 games over the weekend.

Vice-Chairman Longman invited everyone to Downtown New Port Richey for a wine stroll with the event being almost completely sold out.

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

M. ADJOURNMENT

The meeting adjourned at 11:06 a.m.

TOURIST DEVELOPMENT COUNCIL
HYBRID/VIRTUAL REGULAR MEETING
APRIL 21, 2021



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

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