

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

**ANNOTATED MINUTES**

**MAY 19, 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 2<sup>ND</sup> FLOOR  
37918 MERIDIAN AVENUE, DADE CITY, FL 33525**

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**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 Sport 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 10:00 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. Ms. Greg Lenners attended the meeting virtually.

## **B. PUBLIC COMMENT**

There was none.

## **C. APPROVE MINUTES OF MEETING**

### **C-1. Approve March 24<sup>th</sup> TDC Minutes as presented**

**The Council approved** the March 24, 2021 TDC Meeting Minutes by a roll call vote.

### **C-2. Approve April 21<sup>st</sup> TDC Minutes as presented**

**The Council approved** the April 21, 2021 TDC Meeting Minutes by a roll call vote.

## **D. PRESENTATIONS**

### **D-1. FY 2021 Quarter 2 Visitor Profile Presentation (Jan-March) – Glencora**

Ms. Erin Dinkle, Senior Project Director with Downs and St. Germain Research, presented the item using a PowerPoint Presentation and discussed the study objectives, a spotlight of surveys at different local events, and a quarterly snapshot.

Ms. Glencora Haskins, Lead Project Director for Data Collection in Pasco County, used a PowerPoint Presentation and discussed economic impact, key performance

indicators, the pre-visit, trip planning cycles, trip planning sources, top reasons for visiting transportation, awareness of advertising, top advertising sources, clarification on multiple responses permitted, the traveler profile, the regions and states of origin, the travel parties visitor profile, day trippers profile, vacationer visitors, long term visitors, the visits to Pasco County, the trip experience length of stay, top accommodations, travel party spending, the top applications used, top visitor activities, the main areas visited, the post trip evaluation, visitor satisfaction, the top desired additional activities, and perceptions of Pasco County.

Discussion followed regarding the visitor total from 2019; the total number of individuals who would return to Pasco County if there was a way to ask the individuals to complete the surveys honestly; the surveyors had assurance that any response given was entirely anonymous and confidential and would not receive any push back; the members would like to see the data from 2019, 2020, and 2021; clarification regarding the 15 percent increase on hotel stays for the previous year; recent tournaments where hockey players stayed for extended periods of time; and the quality control used.

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

#### **D-2. FY 2021 Quarter 2 WRSC Events Report (Jan-March) – Anthony Homer**

Mr. Anthony Homer, Vice President of Development for the Wiregrass Ranch Sports Campus, used a PowerPoint Presentation to review the item. Key topics included the events that took place between January and April, Mr. Stuart Campbell, soccer Director, the expansion into the Women's Premier Soccer League, the Florida Premier Football Club, the Yo Murphy Performance Team, when the hotel at the campus opened it would generate more long term stays, the campus would host the Tampa Bay Pro Combine scheduled to be held on June 3<sup>rd</sup> through June 5<sup>th</sup>, a video was displayed of nearby business owners who expressed their gratitude for the complex and the business it had brought them, a 90-day outlook, and customer reviews.

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

#### **D-3. Tax Collector's Office Presentation – Tim Couet**

Senator Mike Fasano, Pasco County Tax Collector, used a PowerPoint Presentation to discuss the Tourist Development Tax. He noted that the BCC thought the Tax Collector would be more appropriate to collect the tax than the Department of Revenue. He spoke regarding taxable rentals, citizens who rented their homes were unaware of the Tourism Tax, the collections process, items that were collected, collection allowance, late fees and penalty interest, companies with collection agreements, the citizens had access to sign up for information regarding taxes on the Tax Collector's website, enforcement, the amount of letters sent out, education, reminders when taxes were

due, and citizens who leased their properties out for six months or less would be required to pay taxes.

Chairman Moore thanked Senator Fasano for reaching out to the citizens and giving them the opportunity to comply.

Senator Fasano stated that COVID caused a reduction in tourist collections last year.

Discussion followed regarding utilizing water bills; the Tax Collector's office was working with the Pasco County Property Appraiser to verify if the owner had the home homesteaded; auditing companies in the near future; working with the HOA's to educate the homeowners; and tax notices.

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

## **E. FUNDING REQUESTS**

### **E-1. FL Main Street & Trust for Historic Preservation Conference**

Ms. Sanchez introduced Ms. Amanda Murphy and Mr. Patrick Benet from New Port Richey Main Street.

Ms. Murphy used a PowerPoint Presentation to review the item. She spoke regarding their role in the organization, that the Florida Trust would be joining them for an annual conference, the amount of individuals attending the conference scheduled to be held on July 21<sup>st</sup> through July 24<sup>th</sup>, convention breakout sessions, night activities, local hotels utilized, the events planned at the conference, and places to visit.

Mr. Benet spoke regarding the Main Street Organization was a non-profit organization, it maintained accreditation through the state and nationally, there was a lot of inherent training that would take place, and a four part approach to maintain the accreditation was cultural influence, historical influence, economic vitality, and organization.

Ms. Sanchez reviewed the request. Staff recommended \$3,000.00 for the event.

Discussion followed between Mr. Bishop and Ms. Murphy regarding the breakout sessions.

**The Council** approved the item per Staff's recommendation by a roll call vote.

## **E-2. Tampa Pro Bay Combine**

Ms. Sanchez introduced Ms. Carolyn Smith-Jones, Vice President of Communications, and Mr. Darryl Hepburn, Founder of Tampa Bay Pro Combine.

Ms. Smith-Jones gave a brief summary of their backgrounds, and the Pro-Player Selection Committee and Co-Chairs team members. She provided an overview of the 3-day event, this was the second year the event had been cancelled in Virginia due to COVID, currently there were a total of 40 players confirmed to attend, the number of social media followers, players would be playing in front of agents, NBA scouts and various professional personnel. The event was scheduled to take place on June 3<sup>rd</sup> through June 5<sup>th</sup>. She spoke regarding about the long term vision for the event, the amount of media it would bring, the number of hotel nights that would be produced, the revenue it would bring, and the wish to have the event sanctioned.

Mr. Hepburn stated he was grateful for being there and mentioned 6 weeks ago it was just an idea. He stated the players would make the event, that they had turned players away, and that Florida Sports Coast came in as a Title Sponsor.

Chairman Moore spoke regarding media attention and exposure for the Florida Sports Coast.

Ms. Gayson stated the event would be a huge opportunity for the Florida Sports Coast brand, it would diversify their portfolio with sports tourism and would securely establish their destination as the premier sports destination in Florida, the event would bring national attention, and it would put them on the next level both in media exposure and marketing opportunity. She spoke regarding the media exposure by creating a hashtag to encourage the players to use, which would allow them to reach an audience without having to put the extra funds behind it.

Ms. Sanchez provided the specifics of the request to include the benefits such as the types of media coverage. She stated they would receive 10 VIP invitations to the event kick off, access to VIP areas with NBA players, courtside seating to the game, the Florida Sports Coast logo would be placed on every players' jersey, and Florida Sports Coast would be prominently positioned on the event's website, as well as included on the basketball backboard. She stated the investment was \$50,000.00 and they would be utilizing Super Bowl funds received.

Discussion followed regarding the logo; the event would be back in Pasco County; the NBA was searching for a different format for the last 40 years; the scouts wanted to come to Florida; next year they would have a sanction; an opportunity to petition for the next 10 to 20 years; estimated room nights expected; commitments from individuals who were international; and the event would be streamed in 50 different countries.

**The Council approved** the item per Staff's recommendation by a roll call vote.

**COUNCILMAN DAVIS LEFT THE MEETING AT 11:30 A.M. AND DID NOT RETURN.**

**E-3. USA Volleyball Florida**

Ms. Sanchez reviewed the item. She stated last year they visited with USA Volleyball Florida Region and secured two events, one being a clinic and a Boys' Volleyball Event which would bring in 50 teams from others states. According to their event impact calculator they were estimating approximately 716 rooms nights generated. Staff recommended funding for up to \$7,000.00.

**The Council approved** the item per Staff's recommendation by a roll call vote with Councilman Davis absent from the vote.

**F. SPORTS DEVELOPMENT UPDATE (Consuelo Sanchez)**

**F-1. Upcoming Events**

Ms. Sanchez spoke regarding the upcoming events which included the Memorial Day Hockey Tournament, the USA Volleyball Florida Region Event and the TORHS Event. She stated they were booking rooms every week and there were no more rooms available in the area for the hockey event.

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

**F-2. Site Visits Update**

Ms. Sanchez noted that in December they hosted Mr. Marc Riker, the CEO and President for the National Senior Games, and she mentioned the number of participants from two years ago when the event was last hosted. She stated they had the opportunity to speak with Tampa and Clearwater in the possibility of hosting the event in 2025 or 2027.

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

**F-3. Conference Updates**

Ms. Sanchez noted she attended the Sports Express Conference in Myrtle Beach, South Carolina, and she had the opportunity to meet with over 25 event organizers, some of them would be coming to Tampa in August for a trade show, and she mentioned she invited them for site visits.

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

#### **F-4. Other Updates**

Ms. Sanchez mentioned that the National Travel Basketball Association Event that was scheduled to be hosted during Memorial Day Weekend had to be cancelled and there may be an option to reschedule later in the year. She stated the DMO was working with Florida Sports Foundation to host Florida Senior Games and the County would have the rights to host every event in 2022-2023 or 2023-2024. She noted that the SUTS Basketball Event wanted to come next April and the event would bring in approximately 120 basketball teams. She spoke regarding difficulties in tracing room nights due to hotels only being able to report rooms being booked through the link.

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

#### **G. MEDIA REPORT (Kolby Gayson)**

##### **G-1. Marketing Update**

Ms. Gayson provided the updates and spoke regarding the Team Up celebration. She thanked the Board Members for being in attendance, and Mr. Bishop for his assistance in planning the event. The event hosted approximately 200 people at Advent Health Center Ice and it helped launch the first marketing project with Pasco EDC.

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

##### **G-2. Website Update**

Ms. Gayson noted things have stayed consistent.

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

##### **G-3. Social Media Update**

Ms. Gayson stated they just crossed 2,000 followers on Instagram and spoke regarding the engagement and establishing the brand.

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

#### **G-4. PR Update**

Ms. Gayson noted that last month they received their first domestic FAM opportunity from Visit Florida, and provided an update on the Scalloping FAM.

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

### **H. INDUSTRY RELATIONS UPDATE (Gaby LaJeunesse)**

#### **H-1. Industry Relations Update**

Ms. Sanchez provided the update and spoke regarding three new businesses added to the list of partners, a Film Commission update, that the bills presented by Film Florida did not pass during the Legislative Session, an Advocacy update, the office had already started conversations with the Florida Restaurant and Lodging Association about reopening the Pasco County chapter, and the first ever Florida Sports Coast happy hour scheduled for May 27<sup>th</sup> at the Barn at Starkey Market.

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

### **I. DESTINATION REPORT**

#### **I-1. March STR/TDT Revenue**

Ms. Sanchez provided the update using a PowerPoint Presentation. She stated next month they would prepare a comparison report from 2019 to 2021. She noted the increases and decreases from the report and the TDT revenue.

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

### **J. OLD BUSINESS**

#### **J-1. Dade City Visitor Center – Timeline of Completion Update**

Ms. Sanchez provided the update and stated there was approximately a 6-month delay due to lumber price increases.

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

## J-2. Website Redesign and Redevelopment – RFP Update

Ms. Sanchez provided the update and stated the RFP was posted on the Florida Bid System website and within the next 3-6 months they should have an agreement for a new website vendor.

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

## J-3. Legislative Update

Ms. Sanchez provided the update and spoke regarding that 3,000 bills were presented and a few of them passed. The TDT Expansion failed and the Visit Florida budget was approved with 50 million from the State and 25 million from the Federal Coronavirus relief. She stated the Public Records exemption failed in the House and passed in the Senate and the vacation rentals bill failed.

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

## K. NEW BUSINESS

### K-1. TDC Members Update

Ms. Longman stated Tourism Day was a go, there was a nice article in this month's Leadership Pasco newsletter, and that in February of 2022 there would be the first official Leadership Pasco Tourism Day.

## L. ADJOURNMENT

The meeting adjourned at 11:50 a.m.



TOURIST DEVELOPMENT COUNCIL  
HYBRID/VIRTUAL REGULAR MEETING  
MAY 19, 2021

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

Prepared by: Carolyn M. Mendez  
Carolyn Mendez, Records Clerk I  
Board Records Division