

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

ANNOTATED MINUTES

JUNE 23, 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**

9:30 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

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

The Honorable Chopper Davis - **ABSENT**
Councilman, City of New Port Richey

Mike Kidd - **ABSENT**
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. Carolyn Mendez, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance.

Roll Call

Ms. Carolyn Mendez called the roll. All members were present with the exception of Councilman Chopper Davis and Mr. Mike Kidd who were absent.

B. PUBLIC COMMENT

There was none.

C. APPROVE THE MINUTES OF MEETING

1. Approve May 19th TDC Minutes as presented

The Council approved the May 19, 2021 TDC Meeting Minutes.

D. PRESENTATIONS

2. FY 2022 DMO Budget – Final

Mr. Thomas used a PowerPoint Presentation to discuss the item. He spoke regarding the 2022 Final Budget, the budget cost summery, the personnel services, the operating expenditures, the grants and aids, the debt services, and the capital outlay.

Discussion followed regarding the budgeting for the Sales Manager role and the possible In-House Creative position.

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

E. FUNDING REQUESTS

3. Sports Event Funding Agreement – Orlando Youth Hockey Association – 2nd Barn Burner Hockey Tournament and Mid-Florida Meltdown MLK Weekend Tournament – \$15,000.00

Ms. Sanchez reviewed the item and spoke regarding the event, the dates, the amount of teams and room nights generated during the last event, and the projection of room nights for this event.

The Council approved the item per Staff's recommendation.

4. Sports Event Funding Agreement – ENG Sports Inc. – Tampa Bay Christmas Invitational – \$25,000.00

Ms. Sanchez reviewed the item and spoke regarding the event, the dates, the projection of teams generated, the events that will take place, the projection of players and coaches, and the amount of room nights generated.

The Council approved the item per Staff's recommendation.

5. Title Sponsorship Agreement - Sarah Vande Berg Tennis Foundation - International Padel Tournament USA vs Spain - \$10,000.00

Ms. Sanchez introduced Mr. Pascal Collard, CEO, and Ms. Kristel Cotard, Executive Assistant, of the Sarah Vande Berg Tennis & Wellness Center.

Mr. Collard gave a brief description of the sport Padel, he spoke regarding the growth of the sport and the exposure it would provide to Pasco County.

The Council approved the item per Staff's recommendation.

6. Economic Development Administration Co-op Program Agreement - Visit Florida - In-State Gold Campaign - \$50,000.00

Mr. Thomas used a PowerPoint Presentation to introduce and reviewed the item. He spoke regarding the grant awarded to Visit Florida, the fund amounts Visit Florida had matched, the ability for DMO's like Florida Sport's Coast to buy down the marketing campaign at 80%, and the value of the marketing aspect.

Ms. Gayson spoke about the video marketing campaign, the partnership with Visit Florida, the inability to participate in the initial recovery campaign due to being a County destination rather than a City, the return opportunity, and the campaign timeframe.

The Council approved the item per Staff's recommendation.

F. OLD BUSINESS

7. Sports Event Funding Agreement Update - Z Mitch LL - 2021 Mrs. Hockey Invite - No Additional Funding Required

Ms. Sanchez reviewed the item and spoke regarding the event, the dates, the location, and the change in the agreement to include Z Mitch LL.

The Council approved the item per Staff's recommendation.

8. Tampa Bay Pro Combine Report Update

Ms. Gayson reviewed the item and spoke regarding the mentions, the total readership, the media KPI, the platforms that provided coverage, and the social shares.

Ms. Longman asked for clarification on how the mentions were calculated.

Ms. Gayson provided the clarification; she spoke about the PR reporting tool used and the specific reporting for the Tampa Bay Pro Combine.

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

9. FY 2021 Q2 Treasurer's Report

Mr. Thomas reviewed the item and mentioned the budget expenditures, the year to date expenditures and the remaining balance. He stated the information was included in the packet.

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

G. NEW BUSINESS

10. Sports Development Update - Consuelo Sanchez

Ms. Sanchez reviewed the item and spoke regarding the upcoming events, the Torhs National Championship, the number of teams attending, the room night projection, the event dates and location, the Florida Sports Foundation grant, the upcoming events, the funding request, the USA Volleyball sanctioned event, the event dates, and the locations.

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

11. Communications Update - Kolby Gayson

Ms. Gayson reviewed the item and spoke regarding the prospecting display ad, the click through rates, the remarketing ads, the discovery ads, the video distribution campaign, the social media marketing ads, the website vendors, social media, the social media give-a-way, and also provided a PR update.

Mr. Thomas provided an update regarding the purchasing proposal for the website and PR agencies.

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

12. Industry Relations and Advocacy Update - Gaby LaJeunesse

Mr. Thomas reviewed the item and spoke regarding the new business listing partners, and the partnership with EDC.

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

13. FY 2022 Marketing Matching Sponsorship Program Cycle Update - Consuelo Sanchez

Ms. Sanchez reviewed the item and spoke regarding the cycle dates, the application due date, the organizations who would participate, the process for reimbursement, and she noted they would present the information to the Board in August.

Chairman Moore spoke about the ADR and asked how they could get higher numbers.

Mr. Riehle spoke regarding the continuation of competitive rates, the similarity in the limited service hotels, and provided suggestions on how to help raise the numbers.

Ms. DeFilippis echoed Mr. Riehle's comments and spoke regarding the rate comparison within Pasco County.

Mr. Thomas displayed the month-to-month comparison as well as the year-to-date comparison; he spoke regarding the STAR report, tax revenue, TDT by quadrant, project development in association with demand and visitation attraction and TDT calendar recap. He stated he would provide a copy of the information to the Board.

Discussion continued regarding what the surrounding counties offered and their rates; the bounce back from the first quarter rates; the supply and demand of rooms in Pasco County; and the effect of the change in seasons.

Ms. Gayson spoke regarding the awards won at the Telly Awards.

Councilman Burgess thanked Mr. Pascal Collard for his attendance and provided a brief history of Padel.

14. Director's Update - Adam Thomas

There was none.

H. TDC MEMBER UPDATE

There was none.

I. ADJOURNMENT

The meeting adjourned at 10:51 a.m.



TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
JUNE 23, 2021

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

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