

**Council Members**

Chairman, Commissioner Mike Moore  
Vice-Chairman, Wendy Longman  
Councilman Kenneth M. Burgess, Jr.  
Councilman Chopper Davis  
Mike Bishop  
Bobbi L. DeFilippis  
Mike Kidd  
Greg Lenners  
Robert Riehle

**Pasco County  
Tourist Development Council  
Wednesday, November 17, 2021  
10:00 AM**



Dade City Historic Courthouse, 2nd Floor  
37918 Meridian Ave. Dade City, FL. 33525

**All electronic devices must be turned off while in the Board Room.**

**Call To Order - 10:00 a.m. Chairman**

**Invocation, Pledge of Allegiance**

## Roll Call

## Public Comment

## Minutes - Tourist Development Council

- 1 Minutes - Tourist Development Council - September 22nd and October 20th TDC Meetings  
**File Number** DMO22-0017  
**Comm. Dist.**  
**Recommendation** Approve

## Presentations

- 2 Website Agreement Presentation - Madden Media - Florida's Sports Coast Website Redesign and Redevelopment  
**File Number** DMO22-0018  
**Comm. Dist.**  
**Recommendation** Presentation Only
- 3 FY 2021 Quarter 4 (July - September) Presentation - Downs & St. Germain Research - Visitor Profile and Economic Impact Study  
**File Number** DMO22-0019  
**Comm. Dist.**  
**Recommendation** Presentation Only
- 4 Interlocal Agreement - City of Dade City - Dade City Visitor Information Center Update  
**File Number** DMO22-0020  
**Comm. Dist.**  
**Recommendation** Presentation Only

## Funding Requests

- 5 Destination Operating System - Zartico Inc - Geolocation Date Services - \$30,000.00  
**File Number** DMO22-0021  
**Comm. Dist.**  
**Recommendation** Approve
- 6 Sprout Social Agreement - Sprout - Social Media Monitoring, Reporting, and Listening Services - \$10,000.00  
**File Number** DMO22-0022

**Comm. Dist.**

**Recommendation** Approve

- 7 Title Sponsorship Agreement – Tampa Bay Pro Combine Inc. – Tampa Bay Pro Combine – \$100,000.00

**File Number** DMO22-0023

**Comm. Dist.**

**Recommendation** Approve

- 8 Sports Event Funding Agreement - Lightning City Gymnastics, Inc. - 2022 Tampa Bay Classic, 3rd Annual Charity Challenge Cup State Qualifier, and Xcel Platinum and Diamond FL State Championships - \$6,000.00

**File Number** DMO22-0024

**Comm. Dist.**

**Recommendation** Approve

- 9 Sports Event Funding Agreement – Sword Masters Club LLC – The Tampa Challenge RYC/RJCC 2022 - \$6,000.00

**File Number** DMO22-0025

**Comm. Dist.**

**Recommendation** Approve

- 10 Sports Event Funding Agreement – Z Mitch LLC – Tampa's AAA Face-Off Hockey Tournament - \$4,500.00

**File Number** DMO22-0026

**Comm. Dist.**

**Recommendation** Approve

- 11 Sports Event Funding Agreement – Mark Pinner Karate Clubs LLC – AAU Karate Championships - \$2,500.00

**File Number** DMO22-0028

**Comm. Dist.**

**Recommendation** Approve

**Old Business**

- 12 December 15th Tourist Development Council - Destination Management Organization - Cancellation Option

**File Number** DMO22-0029

**Comm. Dist.**

**Recommendation** Approve

- 13 Request for Quote Update - Kolby Gayson - Wiregrass Ranch Sports

Campus of Pasco County Creative Art

**File Number** DMO22-0030

**Comm. Dist.**

**Recommendation** Presentation Only

- 14 Treasurer's Report - Destination Management Organization - FY2021  
Quarter 4 (July - September) Report

**File Number** DMO22-0031

**Comm. Dist.**

**Recommendation** No Action Required

### **New Business**

- 15 Sports Tourism Update - Consuelo Sanchez, Sports Development &  
Tourism Manager - October and November Sports Activities Update

**File Number** DMO22-0032

**Comm. Dist.**

**Recommendation** Presentation Only

- 16 Communications Update - Kolby Gayson, Communications Manager -  
October and November Communications Activities Update

**File Number** DMO22-0033

**Comm. Dist.**

**Recommendation** Presentation Only

- 17 Industry Relations Update - Gaby LaJeunesse, Industry Relations  
Coordinator - October and November Industry Relations Activities  
Update

**File Number** DMO22-0034

**Comm. Dist.**

**Recommendation** Presentation Only

- 18 DMO Director's Update - Adam Thomas, DMO Director - Director's  
Update

**File Number** DMO22-0035

**Comm. Dist.**

**Recommendation** Presentation Only

### **Adjournment**