

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

APRIL 20, 2016

**PREPARED IN THE OFFICE OF
PAULA S. O'NEIL, 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.

**HISTORIC COURTHOUSE
DADE CITY, FL**

Tourist Development Council Members

The Honorable Kathryn Starkey
Chairman, Board of County Commissioners

The Honorable Camille Hernandez
Vice-Chairman, Mayor City of Dade City

The Honorable Chopper Davis
Councilman, City of New Port Richey

John Heather
Saint Leo University

Gail Cushman
Days Inn & Suites

Toby Caroline
Paradise Lakes Resort

Jack Phethean
Little Everglades Ranch

Pat Ciaccio
Saddlebrook Resort

Piyush Mulji
Hampton Inn Dade City / Zephyrhills

1. Call to Order – 9:30 a.m. Chairman

Chairman Starkey called the meeting to order at 9:34 a.m.

2. Invocation, Pledge of Allegiance

Ms. Donalee Schmidt, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

3. Roll Call

Ms. Schmidt called the roll. All members were present.

4. Adoption of Minutes

a. TDC Minutes – March 16, 2016

Chairman Starkey requested a motion to approve the minutes.

Motion to approve the minutes; motion carried.

5. Public Comment

Mr. Gary Beck, PBA 50 Event Producer, spoke regarding their event and opportunities to extend the tournament by adding more qualification dates. He felt if the event went to a longer format the participants would have more time to enjoy Pasco County. In order to extend the tournament he would need to raise more sponsorship money. Currently Pasco County received “title” identification of the event. He asked about the possibility of making Pasco County the “presenting sponsor” and to make another party the “title sponsor”. He did not want to ask the Board to raise his funding amount, but he could also not afford to have the funding cut.

Discussion followed between Mr. Beck, the TDC Members and Staff regarding the event format; the event final; the participants would prefer the extended format; costs involved with the additional day; the event capacity and proposed renovations at Lane Glo; the additional day would allow the participants to have more leisure time in the area; the next event would be scheduled over Easter weekend; funding versus room nights; currently the event was entitled “The Pasco County Florida Open”; and that marketing was also a component of the funding, not just the room night grid.

It was the consensus of the TDC Members that they preferred “The Pasco County Open” and to find ways to help Mr. Beck continue to be successful.

Mr. Beck said he would make a commitment with the PBA to expand the event and would keep title at "The Pasco County Florida Open".

6. Tourism Manager's Report

Conference Attendance and Special Engagements

- **NASC – Ed Caum (April 4-8)**

Mr. Ed Caum, Tourism Manager, reported on the recent National Association of Sports Commissions (NASC) event and noted he met with 24 different event providers. He also met with the Olympic Figure Skating representatives who wished to hold some of their regional events at the new facility. He found more value in his trip to this symposium than with the other symposiums. He spoke regarding volleyball opportunities and the possibility of bringing the Tough Mudder event back to the County. He displayed photographs from the event.

- **Travel to Germany – Michele Baker and Kathryn Starkey (April 12-17)**

Chairman Starkey thanked the TDC for the opportunity to reciprocate the relationship building with the German representatives. She spoke extensively regarding the student exchange program, the apprenticeship training program, how well the delegation meshed with the Germersheim delegation, the businesses and tourism venues, that cycling was a big tourism draw for the area, the artifacts being found from the Roman Era, the community effort in the construction of an authentic Roman row boat, and the need to develop more of these relationships.

Extensive discussion followed between the TDC Members and Staff regarding the high school based educational exchange program; the area in Germany and the location of a university for translators; various opportunities with students and businesses; Rotary International; many Germans visited the area and invested money in the County; museums, zip lining, and tourist areas; the upcoming visit of the Counsel Generals in May; Growing Global Day; the Dulcet event; and the use of TDC hospitality funds for the reception.

Mr. Caum asked Ms. Blair if the event at Dulcet would need to be listed as an event on the County Calendar.

Ms. Elizabeth Blair, Senior Assistant County Attorney, stated the event should be listed on the County Calendar.

Motion to approve up to \$300.00 toward the event; motion carried.

Website, Social Media and Marketing Update

- **Pasco County Tourism on Facebook – Lauren St. Martin**
- **April E-Newsletter – Lauren St. Martin**

Ms. Lauren St. Martin, Tourism Marketing Coordinator, reviewed the April Newsletter and upcoming events. She spoke regarding a marketing article that was written on the website for search engine optimization, increases in social media, videos viewed, that Facebook was doing well, and that the Gill Dawg Campaign was doing amazing.

Discussion followed between Staff and the TDC Members regarding promotional videos; that Staff had all of the raw footage; and the need to include things for people to do in the promotions.

- **Special Event Marketing Program Update – Lauren St. Martin**

Ms. Lauren St. Martin, Tourism Marketing Coordinator, explained there were seven applications received by the deadline and noted they were the same seven applicants who had applied last year. The presentations were scheduled for the next TDC meeting. She reviewed the process that would be followed for the presentations. She stated they were not required to distribute all of the funds to these specific applicants and that the funds could be used throughout the year to work on co-ops with other tourism partners or projects.

Ms. St. Martin explained they were starting their own visitor's guide and explained the guide would not include any advertisements. She spoke regarding the use of advertising funds for co-ops.

Mr. Ed Caum, Tourism Manager, spoke regarding the visitor's guide, the content of the guide and the format that would be used.

Mr. Ciaccio spoke regarding Mr. Gordy Zimmerman and asked if he had approached Staff requesting funds. He asked Mr. Caum if he had reviewed the processes with Mr. Zimmerman.

Mr. Caum said Mr. Zimmerman had not yet approached him. He noted he forwarded any leads regarding hockey to Mr. Zimmerman. The money that could be used for Mr. Zimmerman would be in the Event Sponsorship Agreements. He explained he had met with Mr. Zimmerman regarding their programs and processes and spoke regarding the discussions he had with Mr. Zimmerman.

Old Business

- **Dick's Post Event Report – Ed Caum**

Mr. Ed Caum, Tourism Manager, explained he and Ms. Blair were still working on the language for the new contract with Dick's. Staff had received their post event report and had also completed the post event report for the Florida Sports Foundation. He noted the numbers were not as good as they could have been and explained that at this time they did not know the amount they would receive, but that it would not be the full \$21,000.00 that had been requested. He spoke regarding another event that was held at the same time and that the event numbers were down. He noted Staff would be applying for the Florida Sports Foundation grant again in May.

- **Cycling Update – Lauren St. Martin**

Ms. Lauren St. Martin, Tourism Marketing Coordinator, explained she had spoken with representatives from the Greenways and Trails and the Coast-to-Coast Connector and they had requested that Pasco County lead the marketing efforts and implementation of the wayfinding on the trails. She spoke regarding the 2.5 million dollars that would need to be set aside and noted Pasco was the most involved TDC.

Extensive discussion followed between the TDC Members and Staff regarding the 2.5 million Ms. St. Martin discussed; that the Tampa Bay Regional Planning Council had the contract for the trail marketing; that Pasco had been the only Tourist Development Council at "the table"; clarification that the 2.5 million would not only be used for wayfinding and that part of those funds would be used for the shoulders in San Antonio; the need for a breakdown of the expenses; the funds were not just for the wayfinding, but would also include the bike depot and the amenities on the trails; an understanding that the only take out at this time was the money that was being put aside for the bike hub; discussions from the workshop held; other possible funding sources; the 2.5 million was not encumbered; the process followed for the sports complex RFP; the need for consistency along the trail; the South Sumter meeting that was held regarding the Coast to Coast, a decision that the trail would go to the north section and would not go down through Dade City; the possibility of a loop; trail maintenance; Pasco was getting leverage because they were attending the meetings; a suggestion to schedule a cycling summit or charrette in the San Antonio area to get organized with all of the cycling interests in the County; and that they should try to be in the lead as often as possible.

Chairman Starkey clarified she was not against anything they were discussing; she just did not recall saying they wanted the lump sum of that money to go towards that item.

Ms. St. Martin spoke regarding future meetings and stated she would provide additional information at the next meeting.

New Business

- **Airbnb Occupancy Tax Collection Program – Kathryn Starkey**

Chairman Starkey explained meetings had been held with Mr. Fasano's office regarding the collection of the bed tax.

Mr. Ed Caum, Tourism Manager, explained further that the Tax Collector was looking to determine whether it was cost effective. He spoke further regarding self-collection.

Discussion followed regarding short term rentals; the self-collection process; issues with Saddlebrook and Airbnb; on-line travel sites; Ordinance requirements and enforcement mechanisms; short term rental posting requirements; collection of the tax; and a request to place the item on the next agenda for discussion.

Ms. Elizabeth Blair, Senior Assistant County Attorney, spoke extensively regarding requirements for short term rentals.

Mr. Caum explained Airbnb had approached all of the states and was working with the states to make sure they were "above board".

Chairman Starkey requested Ms. Blair prepare an agenda item regarding short term rentals for the next meeting.

- **Treasurer's Report – Ed Caum**

Mr. Ed Caum, Tourism Manager, reviewed the Treasurer's Report and noted the collections were up twelve percent for the year.

Mr. Heather asked if they worked with an advertising agency.

Mr. Caum explained everything was done in-house. He spoke regarding the processes followed in similar size counties who used ad agencies and that he had been cautioned to wait until they grew to have an ad agency with a good marketing plan. He spoke regarding the invoicing procedures and noted the Clerk would not cut a check until they had the actual ad that had been run.

Chairman Starkey noted it took a long time to get a check from the Clerk and felt it was embarrassing.

Mr. Heather requested a breakdown of how the advertising money was spent.

Mr. Caum stated he would forward the information to Mr. Heather.

- **Footvolley Event – Ed Caum**

Mr. Ed Caum, Tourism Manager, spoke regarding conversations with Ms. Kelly Boree, Parks and Recreation and Environmental Lands Director, and representatives from Sun West regarding a Footvolley event. He spoke regarding the event and noted the group may come before the TDC in May. The group wished to schedule an event in October. He noted he was also working with 3 on 3 soccer for an event in late July or August.

Discussion followed regarding soccer golf and disk golf courses.

- **Office Restructure – Richard Gehring**

Mr. Richard Gehring, Strategic Policy Administrator, spoke extensively regarding the restructuring of the organization and the three functional areas that were proposed which included the Office of Economic Growth, an Office of Government Affairs, and the Tourism Office. They were trying to partner to get more talent. Mr. Caum would be making a lateral move to one of the program manager positions in Tourism Development, and then they would create a Tourism Director position. This would be a new leadership person who could take them from the two pennies to the future. The new position would be someone who was tourism educated and trained, and hopefully Florida specific. He spoke regarding employees entering the DROP program. Mr. Caum would remain in the management role until the position was filled. He spoke regarding elevating some of the other positions and the components of the structure of the organization. He explained they had launched a branding program and spoke regarding the use of interns. He explained the position would be advertised.

Discussion followed between the TDC Members and Staff regarding the need for a communications officer; compliments for Mr. Caum on his efforts and with how far he had brought the program; the timeframe involved; the area had changed; the new position would be paid out of TDC funds; Mr. Caum would be moved laterally to a project management position; the job description for the Tourism Manager had been rewritten to be a Tourism Director; and realigning the job descriptions in order to get people with those talents within the hospitality industry.

Mr. Caum felt they needed to bring somebody in at a higher level and better skill set than what he had. He noted he would be leaving within four to five years.

Mr. Gehring clarified they were not adding new positions, but were restructuring. He spoke regarding the countywide pay classification study.

Discussion continued regarding pay classification studies; job descriptions and salary ranges; keeping salaries competitive; the need for succession planning; they were understaffed and underfunded; the need to bring more investment to the area; economic growth; project manager responsibilities; the need to make it easy for

someone to do business with Pasco County; the need for policies that were not cumbersome; the sports complex; the RFP process; the current culture; and the search for the new County Administrator.

7. Board Member Comments

Ms. Caroline spoke regarding her recent trip to Cuba and noted she had distributed the County's brochure in Cuba and Jamaica.

Mayor Hernandez said they were moving forward with trails in Dade City. On June 25th they would have a Dade City Trail Jam with various activities planned.

Mr. Ed Caum, Tourism Manager, reminded the Board Members the Grants Cycle Meeting was scheduled for May 18, 2016 and would begin at 9:00 a.m. They would also review two event sponsorship applications. He explained in the past they had not scheduled a meeting for June and noted they would discuss the possible cancellation at the next meeting.

Mr. Heather asked if it was possible to remotely participate in the TDC meetings.

Mr. Caum said if there was an issue they may be able to use Skype.

Chairman Starkey spoke further regarding the Germany trip and the brief visit to France.

8. Adjournment

The meeting adjourned at 11:44 p.m.

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Office of Paula S. O'Neil, Clerk & Comptroller

Prepared by: _____
Donalee Schmidt, Operations Lead
Board Records Division