

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING**

**ANNOTATED MINUTES**

**AUGUST 17, 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**

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**Tourist Development Council Members**

**The Honorable Kathryn Starkey**  
Chairman, Board of County Commissioners

**The Hon. Camille Hernandez-ABSENT**  
Vice-Chairman, Mayor of Dade City

**The Honorable Chopper Davis**  
City of New Port Richey

**John Heather**  
Saint Leo University

**Gail Cushman**  
Days Inn & Suites

**Toby Caroline**  
Paradise Lakes Resort

**Pat Ciaccio**  
Saddlebrook Resort

**Piyush Mulji**  
Hampton Inn Dade City / Zephyrhills

**Staff Members**

Ed Caum, Tourism Manager  
Elizabeth Blair, Senior Assistant County Attorney  
Richard Gehring, Strategic Policy Administrator

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**1. Call to Order – 9:45 a.m.**

Chairman Starkey called the meeting to order at 9:45 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. Donalee Schmidt, Deputy Clerk, called the roll. Mayor Camille Hernandez was absent.

## 4. Public Comment

Mr. Richard Riley and Ms. Judy Geiger spoke regarding the future of bicycling in Northeast Pasco and adjacent counties; the Trilby Community Center; and encouragement for the TDC and tourism groups to consider using the Trilby Community Center and land as a bicycle waystation.

## 5. Tampa Bay Shoot-Out – All Sports Arena

TD16-054

Mr. Caum explained Mr. Garry was unable to attend the meeting and wished to enter into an Event Sponsorship Agreement in the amount of \$5,000.00 for the fall event that was held every year. The TDC had requested Mr. Garry improve his marketing and production. Mr. Garry had improved on some levels, but was still not at the level requested. The event continued to produce 700 room nights.

Discussion followed between the Council Members and Staff that the event was great; post event reporting; a possible change in venue; the contract language requirements; the event website and Facebook site listed Pasco County, but the schedule did not; when would the event stand on its own; the events were sold out and could not grow any bigger; \$400.00 was spent for marketing but the request was for \$5,000.00; at what point did they wean people off of funding; funding per room night produced; future competition for the event; the event had been sponsored for five years; and a feeling that they should only fund the marketing.

**MR. MULJI MOVED** to approve funding in the amount of \$450.00 for marketing; **MR. CIACCIO SECONDED**.

Discussion followed regarding the motion; the need for a workshop to address discontinuing funding; long range goals; a suggestion to fund the event in the amount of \$1,400.00 for this year based upon the formula; possible competition with the Florida Hospital Center Ice; the room tax was not their only target; the importance of marketing;

the business model used by All Sports Arena; the same teams came to the tournament every year; the west side hoteliers counted on this event; the event was at capacity; available rooms in Wesley Chapel; they should not be covering operating costs for mature events; marketing the event as a Pasco event; the use of banners; the marketing plan submitted; and that this was not a charity or not-for-profit event.

**COUNCILMAN DAVIS AMENDED THE MOTION** to provide funding in the amount of \$1,400.00; **MR. HEATHER SECONDED.**

Ms. Cushman stated her hotel was a host hotel for the event and that she would abstain from voting due to a conflict of interest.

Chairman Starkey clarified the motion was for \$1,400.00 to be used for marketing.

Ms. Lauren St. Martin, Tourism Marketing Coordinator, clarified they would support his \$450.00 marketing plan and then provide the additional funds to create a bigger marketing plan.

Mr. Caum clarified if the motion was for \$1,400.00 specifically for marketing the event and in the post event report Mr. Garry would be required to prove every dollar spent on marketing outside of Pasco County for reimbursement with a maximum of \$1,400.00.

Ms. Blair stated the contract could be written as outlined by Mr. Caum.

Discussion continued regarding the marketing of the event and community benefits.

Chairman Starkey called on the motion; the vote was unanimous with Ms. Cushman abstaining from the vote due to a conflict of interest.

## **6. A Fishing Story – Ronnie Green**

TD16-055

Mr. Caum introduced Mr. Ronnie Green and explained this was a different way to look at marketing opportunities in the future. He wanted the TDC to hear the presentation, speak with the representatives, and then provide Staff with guidance as to how they wished to proceed.

Mr. Ronnie Green introduced Mr. Keith Jacobs who would assist him with the data portion of his presentation. Mr. Green explained “A Fishing Story” was a television show which dived into the lives of people who had faced challenges and successes. It was an inspirational flair tied to fishing. He spoke regarding Green Outdoors, LLC which was a Florida based creative services provider and television production enterprise which specialized in producing rich media and content for the sport fishing industry. They had partnerships with government, corporate sponsors and private

foundations. Their outreach was global in scope and the company utilized the latest audio/visual technology. He displayed video of the show which featured a 17-year old young man with stage four cancer who appeared on the show. Mr. Green provided an outline of the show which was divided into three segments. He explained the proposal to the County involved 273 commercial spots for Pasco County, of which three would be customized for each particular show, so that each segment would have a commercial devoted to Pasco County. He had an Emmy award winning editor with a film Staff of five, and the production quality would be great. In addition, the three commercials would be filmed in Pasco County with input of the community, and certain aspects being highlighted. The cost savings to the County would be more than \$14,000.00 per 30 second spot. The typical cost was \$15,000.00 per spot for a commercial on the show. The show would also include a captain's report with the captain being a boat captain from Pasco County. They would also include a safety tip from the Pasco County Sheriff's Office. He noted Sheriff Nocco would appear in an upcoming show. They wished to bring people to Pasco County with a nationally televised show. He spoke regarding the costs involved with marketing and explained this was a national show which covered a broad range of people and would reach 64 million households through the Discovery Channel's Destination America. The second network was the World Fishing Network with the third network being the Sportsman channel. He explained each network would have 13 runs, for a total of 39 commercial spots, and that each show would be shown three times per week on two different networks.

Mr. Keith Jacobs reviewed advertising rates and market values for the commercial spots. He spoke regarding drawing viewers to Pasco County, possible future events for the area, and broadcast quality. He spoke regarding the \$100,000.00 buy and the production of multiple shows in one day. They understood budget restrictions and were open to discussion. The angling industry was a multi-billion dollar market sector and they would be able to create Pasco County as a destination for angling.

Mr. Green continued with the presentation and spoke extensively regarding the show and format that would be followed, the education component, show demographics, that Pasco County had both salt water and fresh water, past and possible stories, the show would cover the five coastal areas in Pasco, that they were currently in negotiations with another County for scallop season, marketing shows by season, and to bring people to Florida.

Extensive discussion followed between the Council Members, Staff and the representatives regarding network air times and network marketing packages; fishing was an unfilled market with room for expansion; our boat captains were underutilized; Mr. Green had already featured Pasco and used Captain William Bruback on three shows; Pasco had a competitive fishing product; this was a different approach to sell the coastal area; branding and promoting Pasco County; Discovery Channel was a broad reach company; a Guy Harvey Travel Park was coming to Pasco County; there were only two places which had the saltwater flats on the Gulf of Mexico with one being in Texas and the other in Pasco County; excitement about marketing the coast; the costs

involved; the need to provide Staff with direction; this was a broad national reach that would bring people to the area; every show would begin with the Pasco County logo and a tag line "Pasco County presents A Fishing Story", and end with Pasco County; a buy this large would need to come out of Promotions Reserves; possible contributions from other partners; Hernando County would be featured in a show for scalloping; if they did the complete package 5 of 13 shows would be specifically about Pasco County; the network timeline; the TDC was commissioned to grow the County; and use of the excessive and B-roll footage.

**MR. CIACCIO MOVED** approval of the full amount with a 50 percent deposit, and the remainder due at a date to be determined; **COUNCILMAN DAVIS SECONDED.**

Discussion followed regarding fishing in the County; that businesses were forming around fishing; a show that would feature Sheriff Nocco; Destination America demographic marketing areas; the quality of the production was excellent; and that the representatives from Visit Florida felt this was an unbelievable opportunity for a small county.

Chairman Starkey called on the motion; the vote was unanimous and the motion carried.

## **7. 2017 – 2020 Tourist Development Plan**

TD16-056

Mr. Caum reviewed the recommended changes to the plan and explained a new way of charging for indirect costs had been developed.

Extensive discussion followed between the Council Members and Staff regarding allocated fees; how were the indirect costs determined; opposition to raising the bed tax because they could not determine how to spend the money; the costs had not gone up incrementally to this number; analyzing the cost of services and the breakdown of costs; many businesses benefitted from the bed tax, but only 39 were the contributors; Saddlebrook put in approximately 50 percent of the bed tax; funding non-income producing items; the need for clarification of the number; this was not a Pasco County problem; tourism generated 15 million dollars in sales tax; the money should not be pulled from the TDC marketing budget; the ratio of expenditure in Administration, Promotion and Capital was changing because of the \$130,000.00 contribution; the plan funding structure would change next year; the existing document went to the end of the calendar year, but they would transit to the new fiscal year on October 1<sup>st</sup>; they would go from 26 percent admin costs to 40 percent; the TDC could make recommendations to the BCC, but the Board had the ultimate decision; they did not oppose a fair increase; what percentage should go to indirect costs; the indirect costs; and employee salaries and benefits would be paid out of operations.

Chairman Starkey stated she would take the message back to the County Administrator and the Board.

Ms. Blair said the handbook explained the new method was tied to dollar amounts, but starting in 2017 each category would have a cap. She explained they would need to adopt the plan and the percentage formula. Once the plan was adopted by the Board it would be locked in until it was changed by a super-majority vote.

Mr. Gehring said they would be sending a recommendation for the plan to go forward to the Board. He understood for the indirect cost issue they wanted to clarify the percent of growth was driven by cost issues as a percent of cost of business versus the ability to apply costs. They wished to develop something off of their growth rate of \$35,000.00 not to the magnitude of the \$130,000.00. They wanted to see a rationale of how the number came about.

Mr. Caum said he would request a breakdown from OMB for the next meeting.

Mr. Gehring continued to review the Tourism Development Plan. He spoke regarding the business plan, promoting the County, marketing the area regionally and internationally, the funding category structure, goals, current tourism projects, defining tourism assets and amenities, new policies and framework, event funding programs, uses of revenue, new proportion percentages, and that they hoped to have a Tourism Director in place by the end of the year.

**CHAIRMAN STARKEY PASSED THE GAVEL TO MR. CIACCIO AT 11:53 A.M. AND LEFT THE MEETING.**

Mr. Caum explained they had already begun working on the organizational performance, development of a board handbook, and new member training. He requested a motion be made to move the document forward to the BCC so that it would be in place by October 1<sup>st</sup>.

Discussion followed between the TDC Members and Staff regarding the proposed tourism projects including the sports complex; wayfinding signage; a need to put concrete numbers and timelines in the plan; the sports complex; could they move the plan forward without the percentages; public meeting requirements; the indirect costs; the Board was trying to stay within the available millage; this was a recommendation to the Board of County Commissioners; and that the function of the TDC was to make recommendations of fiducial responsibility to the BCC, and the BCC would give direction to the County Administrator and Staff.

Ms. Blair said according to Florida Statute the Tourist Development Council had to make a recommendation of the Tourist Development Plan. She reviewed the Statute language and the requirements outlined.

Ms. Blair stated they could recommend approval of the plan to the Board of County Commissioners and request that the allocation of indirect costs be re-examined and explained to the TDC.

**COUNCILMAN DAVIS MOVED** approval as stated by Ms. Blair; **MS. CUSHMAN SECONDED.**

Acting-Chairman Ciaccio called on the motion; the vote was unanimous and the motion carried with Chairman Starkey absent from the vote.

#### **8. German Travel Report – Commissioner Starkey**

Mr. Gehring briefly reviewed the item.

#### **9. Tourism Manager’s Report**

TD16-058

#### **Conference Attendance and Special Engagements**

- DMAI Annual Conference – Ed Caum – August 1-5
- Cycling Workshop – Stakeholders – August 11
- Florida Governor’s Conference – Tourism Team & Commissioner Starkey – September 7-9

Mr. Caum reported on the DMAI Conference and marketing, a work session held with the Port Richey City Council and the Bayou Business Association to discuss the waterfront overlay district, and the safety cycling workshop that was held. He noted the Florida Governor’s Conference was scheduled in September.

#### **Website, Social media and Marketing Update**

- Pasco County Tourism on Facebook – 9,621 Fans

Ms. Lauren St. Martin, Tourism Marketing Coordinator, spoke regarding the Visitors Guide.

#### **Filming Office Report**

Mr. Heather displayed a video that was developed with B Roll Footage.

Mr. Caum spoke regarding filming requests that had been received. This year they had received 9 filming requests, with one being a horror movie called Sunset on the River Sticks.

Discussion followed regarding the video prepared from West Pasco and connections made with location scouts.

### **Old Business**

- Cycling Update
- Hotel Update
- New TDC Member Recommendation

Mr. Caum explained Staff's top recommendation for the new TDC Member was Mr. Curtis Beebe. He noted Mr. Beebe owned three different restaurants and was involved with the farm to table movement. He asked if the Council was in agreement to recommend Mr. Curtis Beebe.

The TDC Members were in agreement to recommend Mr. Curtis Beebe.

### **New Business**

- RFP-TB-16-132 Multi-Purpose Indoor Sports Complex

Mr. Caum reviewed the current timeline.

## **10. Board Member Comments**

Mr. Heather spoke regarding the need to spend their two percent and felt a higher percentage was needed.

Mr. Caum spoke regarding the amounts spent, and noted they had not spent into the reserves or the capital.

## 11. Adjournment

The meeting adjourned at 12:37 p.m.

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AUGUST 17, 2016



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

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Board Records Division