

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

ANNOTATED MINUTES

JUNE 20, 2018

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.

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 Camille Hernandez
Vice-Chair, Mayor, City of Dade City

The Honorable Chopper Davis
Councilman, City of New Port Richey

Mike Kidd
Hilton Garden Inn, Lutz

Judy Sutton
Quality Inn, Port Richey

Robert Riehle
Saddlebrook Resort

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

Wendy Longman
Windsong Charters

Greg Lenners
Shoppes at Wiregrass

Staff:

Adam Thomas
Director, Visit Pasco County

Legal Staff:

Elizabeth Blair
Senior Assistant County Attorney

Consuelo Sanchez
Project Manager

Shelly Bandy
Project Coordinator III

A. CALL TO ORDER

Chairman Moore called the meeting to order at 9:31 a.m.

Invocation Pledge of Allegiance

Ms. Shannon Egbert, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance to the Flag.

Roll Call

Ms. Egbert called the roll. All members were present except for Mr. Piyush Mulji who was absent. Mayor Camille Hernandez arrived to the meeting at 9:42 a.m.

B. OPEN TO THE PUBLIC

Councilman Davis spoke regarding a contract with Mr. Jim Gunderson of the Lakeside Inn in Mount Dora for the La Hacienda Hotel.

Mr. Jim Gunderson, Lakeside Inn, spoke regarding renovating the La Hacienda Hotel in New Port Richey. The hotel expected to have 40 guest rooms and suites, a full service restaurant, and catering operations.

Councilman Davis noted a Grant from the Historical Preservation for the windows on the hotel.

C. APPROVE MINUTES OF MEETING (Chairman Moore)

C-1. Approve May 16th TDC Minutes as presented

The Council approved the May 16, 2018 Minutes with Mayor Camille Hernandez absent from the vote.

D. PRESENTATIONS

D-1. Consuelo Sanchez – Flag Football World Championship Tour – 2018 State / 2019 International Championships

Ms. Sanchez reviewed the item and spoke regarding the State Championship that would take place in November 2018 and that 100 to 200 teams and approximately 2,500 room nights were projected. The Wesley Chapel District Park was the first choice to host the event and the Land O'Lakes Recreation Center would be the second option. The International Championships would bring teams in from Puerto Rico, the United States, Panama, Brazil, the Cayman Islands, and Mexico. Over 5,000 room nights were projected. Staff asked the members to approve the Office of Tourism Development's submittal of the final proposal for the 2018 State Championship and the 2019 International Championship for up to \$37,000.00.

MAYOR CAMILLE HERNANDEZ ARRIVED TO THE MEETING AT 9:42 A.M.

Discussion followed regarding a past Flag Football Event at U.S.F; that the number of teams projected was too broad; the concessions at the venue; field usage; and the dates of the 2018 and 2019 championships.

The Council approved the item per Staff's recommendation.

Chairman Moore spoke to the members in regard to motions and discussions.

D-2. Consuelo Sanchez – Grand Sports Management – Kick-It 3v3 Soccer World Championship RFP

Ms. Sanchez reviewed the item. She mentioned that the event used to be held at Disney and conflicts with Disney keeping most of the registration fees. She stated there would be 200-500 teams plus families. Staff recommended approval of up to \$20,000.00.

Discussion followed regarding the location and date of the event, and balancing the events for economic impact in the County;

The Council approved the item per Staff's recommendation.

D-3. The Zimmerman Agency – Introduction of Visit Pasco’s New Marketing and Communications Agency

Mr. Thomas introduced Mr. Andy Jorishie, Director of Strategy and Managing Director, Ms. Wendy Payton, Senior Account Manager, and Mr. John Nicholas, Media Director, who would give a presentation regarding the Zimmerman Agency. They would be attending the afternoon workshop and a FAM Tour.

Mr. Jorishie reviewed the agency using a PowerPoint presentation. He spoke regarding the Momentum Planning Process, co-activation, experience in destination marketing, the hospitality and travel brands, consumer insight, and media research tools. He summed up the Zimmerman Agency in three words, co-activation, momentum, and experience.

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

D-4. Don Anderson – Destination Consultancy Group – Final TDC Strategic Planning Workshop

Mr. Don Anderson, Destination Consulting Group, reviewed the item using a PowerPoint presentation. He handed the members a draft outline of the Strategic Plan for Visit Pasco. He spoke regarding the five destination challenges and solutions, the current and proposed mission statements, the values, the promise statements, the proposed vision statement, the formal strategic goals, the fifteen enhanced priority initiatives, and the proposed strategic results.

Mr. Jack Wert, Executive Director of the Naples/Marco Island Convention and Visitors Bureau, stated that the new mission statement gave guidelines to Visit Pasco and Staff. He noted that Mr. Thomas completed his final paper for the Certified Destination Management Executive Certification Program and would be awarded the certification at the annual Destinations International meeting in Anaheim, California in July.

Discussion followed regarding the mission statement; the term quality of place; the partner promise; the importance to re-look at the strategic plan yearly; and what to include in the motion.

Mr. Thomas stated that the motion would be an adoption for the next three year strategy. He noted that the final approval would go before the Board of County Commissioners.

Ms. Blair clarified that the motion would be to accept the strategy.

The Council approved to “accept the strategy that was presented by the consultants and move forward to the BCC for adoption.”

Discussion continued regarding that the goals were realistic and that the plan was evolving and ever changing.

Mr. Anderson mentioned an afternoon workshop with between 30 and 40 community and visitor industry participants.

E. DIRECTOR’S REPORT (Adam Thomas, Director)

E-1. Destination Assessment and Updated Strategic Tourism Plan 2019-2021 Update

Mr. Thomas spoke regarding the past, present, and future meetings using a PowerPoint presentation.

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

E-2. Destination Update (STR/TDT Revenue)

Mr. Thomas gave an update on the item using a PowerPoint presentation. Occupancy was up 5.5% and revenue was up 125% for the month of April.

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

E-3. Wiregrass Ranch Sports Complex Update

Mr. Thomas gave an update on the Sports Complex Ceremony.

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

E-4 Financial Summary & Proposed Budget

Mr. Thomas stated that the item had been added to the Agenda at the last minute and he reviewed the item using a PowerPoint presentation. The item would be presented on June 26, 2018 at the BCC Workshop. He stated the re-location for the Office of Tourism would not be at Northpoint Village due to issues with the rental property management company.

The Council approved the item per Staff’s recommendation.

F. UNFINISHED BUSINESS (Consuelo Sanchez, Program Mgr.)

F-1. Projects Report Update

Ms. Sanchez spoke regarding the Sunshine State Games Figure Skating Event, the Memorial Challenge Day Hockey Tournament, and the Beach at Bishop Beach Volleyball Event. She stated that the New Matching Marketing Sponsorship Program was approved in May and the presentations would be before the TDC on July 18, 2018. She mentioned that there was better communication with Saint Leo University to bring more NCAA Events to Pasco County. She highlighted Ms. Hayley Scott and Ms. Jordan Scott who won gold medals at the Sunshine State Games.

Chairman Moore clarified that the July 18, 2018 TDC meeting was cancelled.

Discussion followed regarding why the July TDC meeting was cancelled and the format for the New Matching Marketing Sponsorship Plan.

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

F-2. Conference Attendance and Special Engagements

Ms. Sanchez mentioned she had attended the Florida Sports Foundation Annual Summit in May. She spoke regarding the Wiregrass Ranch Sports Complex Groundbreaking Ceremony and the Final Tourism Development Council Strategic Planning Workshop that was scheduled for the afternoon.

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

G. MEDIA REPORT (Adam Thomas, Director)

G-1. FAM Tours

Mr. Thomas mentioned that due to the loss of Mr. Brendan Fitterer last month items were "tabled." Staff had partnered with Mr. Steven Martine for a scalloping photoshoot with the approval of FWC and the partnership with Windsong Charters for promotional materials for Facebook and media purchases.

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

G-2. Website, Social Media, and Marketing Update

Mr. Thomas stated they were still in the process of hiring a Communications Manager and he spoke regarding the amount of followers for Instagram and Facebook. He mentioned a scalloping brochure and asked the TDC members for help with the distribution.

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

H. OTHER BUSINESS BY COUNCIL MEMBERS

H-1. New Port Richey (Councilman, Chopper Davis)

Councilman Davis had introduced Mr. Jim Gunderson earlier in the meeting.

H-2. Dade City (Mayor, Camille Hernandez)

Mayor Hernandez spoke regarding a group from the Central Pasco Association of Realtors (CPAR) who visited major attractions in Pasco County and starting July 1, 2018 a public transportation bus would go from Wiregrass to the Tampa International Airport.

I. ADJOURNMENT

The meeting adjourned at 11:28 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
JUNE 20, 2018



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

Prepared by: Shannon Egbert
Shannon Egbert, Records Clerk I
Board Records Division