

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

ANNOTATED MINUTES

FEBRUARY 20, 2019

**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 - **ABSENT**
Quality Inn, Port Richey

Robert Riehle
Saddlebrook Resort

Wendy Longman
Windsong Charters

Greg Lenner
Shoppes at Wiregrass

Legal Staff:

Staff:

Elizabeth Blair
Senior Assistant County Attorney

Adam Thomas, Director, Visit Pasco County
Consuelo Sanchez, Program Manager
Shelly Bandy, Project Coordinator III
Kolby Kucyk, Communications Manager
Maria Gabriela LaJeunesse, Visitor Service Representative II

A. CALL TO ORDER

Chairman Moore called the meeting to order at 9:38 a.m.

**Invocation
Pledge of Allegiance**

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

Roll Call

Ms. Egbert called the roll. All members were present with the exception of Ms. Judy Sutton who was absent. Mr. Robert Riehle arrived to the meeting at 9:45 a.m.

B. OPEN TO THE PUBLIC

There was no public comment.

C. APPROVE MINUTES OF MEETING (Chairman Moore)

C.1. Approve January 16th TDC Minutes as presented

The Council approved the January 16th TDC Minutes with Mr. Riehle absent from the vote.

D. PRESENTATIONS & SPORTS UPDATE (Adam Thomas, Director, Visit Pasco County)

D-1. EVENT FUNDING PRESENTATIONS

D-1.1. Joey Chiavaroli – Dixie Wheelchair Athletic Association, Inc. – 2019 Dixie Games

Mr. Thomas introduced Mr. Joey Chiavaroli, Dixie Games, and he noted it was the third year for the Dixie Games.

Mr. Chiavaroli reviewed the item using a PowerPoint presentation. He spoke regarding the history of the Dixie Games, the dates and locations, activities, the participants, hotel stays, and he thanked the TDC for their involvement in the event.

Discussion followed regarding the amount of participants; travel; and that funding would be based on performance.

MR. RIEHLE ARRIVED TO THE MEETING AT 9:45 A.M.

The Council approved the item per Staff's recommendation

D-2. OTHER PRESENTATIONS

D-2.1. Joseph St. Germain – Downs & St. Germain – Oct-Dec Visitor Tracking Report and Economic Impact Study

Mr. Joseph St. Germain, Downs & St. Germain Research, reviewed the item using a PowerPoint presentation. He spoke regarding the origin of visitors and overnight accommodations, the average travel party, transportation, the length of stay, visitor satisfaction, the top reasons for visiting, the top activities during the visit, the trip planning cycle, and advertising.

Discussion was held regarding tracking Airbnb stays; and the average stay per night.

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

D-2.2. Joseph St. Germain – Downs & St. Germain - 2018 Visitor Tracking Report and Economic Impact Study

Mr. Joseph St Germain, Downs & St. Germain Research, reviewed the item using a PowerPoint presentation. He spoke regarding the purpose of Economic Impact Research, why tourism mattered to Pasco County, the direct spending by visitors in the area, the amount of visitors, room nights generated, how visitors were helping to create jobs, that taxes supported by tourism, the origin of the visitors, visitors' overnight accommodations, the travel party sizes, transportation, visitor satisfaction, the top activities during visits, the travel party spending, the trip planning cycle, and advertising.

Discussion was held regarding paid overnight accommodations; employment; activities that would bring more youth; the Scallop season; branding with TIA; the Brand Launch; promoting; and a presentation that would be held on March 7th.

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

D-3. SPORTS UPDATE

Mr. Thomas reviewed the item. He spoke regarding the Mrs. Hockey Invitational, the My Hockey Presidential Power Play, and the room nights generated. He noted

upcoming events which included FL AAU West Coast Karate Championships that would be held on March 9th, the Savage Race that would be held March 16th through 17th, Gran Fondo Florida that would be held on March 23rd through 24th, and USA Disabled Hockey that would be held March 28th through April 7th. The USA Disabled Hockey opening ceremony would be held on March 29th. He encouraged the TDC members to attend to the event.

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

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

E-1. Destination Update (STR/TDT Revenue)

Mr. Thomas reviewed the item. He spoke regarding December's 2018 occupancy rates, the Average Daily Rate (ADR), the REVPAR percents, the January through December 2018 year-to-date STR rates, and the December 2018 TDT revenue in comparison to the December 2017 revenue.

Discussion was held regarding hotel and motel rates; new hotel rates; average daily rates; and supply and demand.

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

E-2. Legislative Update

Mr. Thomas reviewed the item. He spoke regarding Committee Session week, House Bill 6091 and Senate Bill 178, Senate Bill 726, Vacation Rental Bills, Coastal Management Bill 0325, the Government Accountability Bill, and the proposed budget bill for FY 2020.

Discussion was held regarding companion Bills and clarification on the Government Accountability Bill.

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

F. MEDIA REPORT (Kolby Kucyk, Comm. Manager)

F-1. Social Media and Website Update

Ms. Kucyk reviewed the item. She spoke regarding the Travelocity Roaming Gnome, The Lift Adventure Park, a sunset sangria cruise, a hot air balloon, Skydive City, photos on social media, likes on Instagram, exposure, and the first social media report from the Zimmerman Agency.

Discussion followed regarding social media posts.

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

F-2. Marketing and Media Updates

Ms. Kucyk reviewed the item. She spoke regarding the week long photo shoot with Mr. Steven Martine which included photos with 15 different businesses, 10 different sports, paid professional talent, the Beach at Bishop, and academy students at Saddlebrook. She noted a 2-day photo shoot with Our Hero Video, and the Brand Launch scheduled for March 7th.

Mayor Hernandez expressed excitement for all the upcoming events.

Discussion was held regarding outdated content; content on an annual basis; and team efforts.

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

F-3. Brand Launch Event

Ms. Kucyk reviewed the item. She handed out VIP invites for the launch to the members. She spoke regarding that it would be a media event, the supporters, the ribbon cutting, the partnerships, a sports theme, talent interactions, consumer tie-in, a tailgating theme, food from Top Chef, and enhancing exposure.

Discussion was held regarding a taste test; the dress attire; and Step and Repeat.

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

G. TDC MEMBERS UPDATES

Councilman Davis spoke regarding the company Big Storm at the event, and the Hacienda Hotel to open by the end of the year.

Discussion was held regarding the company Big Storm at the Brand Launch event and the Hacienda Hotel construction.

Mr. Riehle stated the Netflix documentary on Mr. Marty Fish would air March of 2020. He spoke regarding mental health on the court, the Olympics, filming at various locations, and interviews.

Chairman Moore spoke regarding the premier of the film “Bernie the Dolphin” at Sundial. He mentioned the film would be in limited theaters and on Netflix, the Wesley Chapel logo was on a boat that was used in the movie, and part of the filming for the next movie would be in Pasco County.

H. ADJOURNMENT

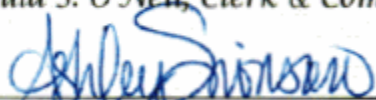
The meeting adjourned at 10:41 a.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
FEBRUARY 20, 2019



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

Prepared by:


Ashley Simonson, Records Clerk I
Board Records Division