

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING**

MINUTES

**THE MINUTES WERE PREPARED
IN AGENDA ORDER AS
PUBLISHED AND NOT IN THE
ORDER THE ITEMS WERE HEARD**

APRIL 16, 2008

10:00 a.m.

**Dade City Historic Courthouse
37918 Meridian Avenue
Dade City, Florida**

The Honorable Jack Mariano
Board of County Commissioners

Jack Phethean
Little Everglades Steeplechase

The Honorable Scott Black
City of Dade City

Phil Bell, Jr. - **Absent**
Pasco County School Board

The Honorable Marilyn DeChant
City of New Port Richey

Dan Condella - **Absent**
Lake Jovita Golf and Country Club

Dick Boehning
Saddlebrook Resort

Toby Caroline
Paradise Lakes Resort

Gail Cushman
Days Inn & Suites

1. Call to Order – 10:00 a.m.

Chairman Mariano called the meeting to order at 10: 06 a.m.

2. Pledge of Allegiance

Ms. Elaine H. Hicks, Deputy Clerk, led the Pledge of Allegiance to the Flag.

3. Invocation.

Ms. Hicks gave the invocation.

4. Roll Call

Ms. Hicks called the roll. Mr. Phil Bell Jr. and Mr. Dan Condella were absent. Representing Staff were Ms. Elizabeth Blair, Assistant County Attorney, Ms. Michele Baker, Mr. Eric Keaton, and Ms. Mandy Martin.

5. Approval of Minutes – January 16, 2008

DADE CITY COMMISSIONER BLACK MOVED approval of the minutes as listed; **MR. BOEHNING SECONDED.**

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

6. Quarterly Report – 1st Quarter October – December 2007

Mr. Eric Keaton, Public Communications Manager, said they were under budget and their revenues exceeded their expenditures for the first quarter ending December 2007. They were under-staffed which was the reason they were under budget; they were now fully staffed with Ms. Amy Ellis, who joined them from a career at the St. Pete Times and also from the Downtown Dade City Main Street. As far as the revenues, they were off to an outstanding start for this year. They were approximately \$33,000 ahead of where they were last year. They had an outstanding start for the second quarter, and if the numbers came in correctly for March they could be looking at Pre-911 numbers.

DADE CITY COMMISSIONER BLACK MOVED approval; **MS. CAROLINE SECONDED.**

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

7. Old Business

a. Introduced New Public Comm. Specialist – Amy Ellis

Ms. Ellis was introduced earlier in the meeting by Mr. Keaton.

Chairman Mariano welcomed Ms. Amy Ellis, New Public Communications Specialist, and Ms. Marilyn DeChant, a new Board member. He stated the final details for the Tennis Stadium was almost completed and it would be brought before the Board of County Commissioners (BOCC) on May 27, 2008 as an agenda item. He suggested a special meeting be schedule a week before it went to the BOCC so that they could discuss the final details.

8. New Business

a. ESM Publix Family Fitness Weekend Saint Leo June 14-15 - Powerman Presentation - Scott Langen

Mr. Keaton said Mr. Scott Langen and Mr. Butch Cassidy both were before the Board to speak on last years Saint Leo Triathlon; this was the event that TDC awarded \$7,000.00 for a television presentation. They would be asking for the same monies for the upcoming triathlon and also present a new event called the "Powerman Pasco."

Documents were distributed to the Board by Mr. Butch Cassidy.

DADE CITY COMMISSIONER BLACK MOVED to accept the documents into the record; **MS. CAROLINE SECONDED.**

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

Mr. Butch Cassidy explained the event that had taken place last year at Saint Leo and gave a presentation on what to expect for this year's event. His PowerPoint presentation consisted of:

- Pre-registration.
- Learn More About Becoming a VISIT FLORIDA Partner.
- Print Program.
- Open Florida Mobile Production Studio.
- Dialogue Program.
- Print Publications.
- Electronic Program.
- Electronic eMagazines.
- Official Florida Vacation Guide.

- International Program.
- Meeting Professionals Program.
- Marketing Program at a glance.
- Broadcasting the event on Comcast Sports Southeast.
- Reaching out to 12 States.
- 30 Minute Highlight Show.
- Comcast viewed in 5.8 million homes.
- Marketing and Promotion
- Internet Advertising.
- Event Schedule.
- Reason to Visit Pasco County.
- A profile of Saint Leo University of Florida.
- Participates staying at Pasco County hotels.

Mr. Cassidy explained their internet newsletter and hotel accommodations that were available.

There was general discussion.

Mr. Cassidy requested the Board to approve the same amount, \$7,000.00, that they approved last year to broadcast the event and to highlight in the TV show not only Saint Leo University, but Pasco County as a tourist area.

DADE CITY COMMISSIONER BLACK MOVED approval the funding of \$7,000.00; **MS. CUSHMAN SECONDED.**

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

Mr. Scott Langen gave a presentation regarding:

- What Dedicated Powerman Florida Website.
- Ad Buys.
- Cross promotion.
- Elite athletes.
- Powerman Florida Impacts.
- High income families.
- Education Level.
- Gender.
- Internet Based.
- Consumers.
- Member of a Health Club.
- Presenting Sponsor.
- Pasco County recognized as presenting sponsor and received all benefits of a presenting sponsor.
- What is Powerman?

- Publix Family Fitness Weekend.
- Powerman Events.
- Powerman Florida.

There was general discussion regarding Powerman future events in Pasco County; Florida Sports Foundation; the flexibility that Pasco County had to lock in something for the long term; a budget that would show expenses and where the funds would be coming from to cover those expenses; the location of the event; one day cycling event; time table; the event scheduled for October; whether or not the Board wanted to enter into a contract with Powerman; Powerman producing a budget; whether or not there would be enough time to advertise for the event; being reimbursed by the Florida Sports Foundation; having a Festival type weekend; focusing on the heads and beds for Pasco County; and setting up flexibility for the future.

MR. BOEHNING MOVED approval, which should be determined by the Chairman and Mr. Keaton, contingent upon a budget been received from Powerman and a contract that would include exclusivity for the event, **MS. DECHANT SECONDED.**

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

b. Visit Florida. Com – Danah Hayah, Miles Media

Ms. Amy Ellis distributed documents to the Board for their review.

Ms. Danah Hayah stated she worked for Miles Media. Miles Media was the publisher for Visit Florida Products. Her purpose for being before the Board was to educate them on opportunities that were available through Visit Florida, which included Visit Florida.com. She gave a brief background on herself and she gave an overview of Visit Florida Products.

- Print Program.
- Official Florida Vacation Guide.
- Dialogue Program.
- Special Interest Magazines.
- Regional Magazines.
- Florida Residents Publication.
- International – 5 Foreign Language Guide.
- Meeting Professionals Guide.
- Official Florida Vacation Guide.
- Direct Mail to Consumers.
- Consumer Trade Shows.
- Travel Agencies.
- Tour Operators.

- VISIT FLORIDA Welcome Centers.
- Chambers of Commerce.
- CVB and AAA Offices.
- Demographically Targeted Print Publications.
- Electronic Program.
- International Program.
- Print and Electronic.
- Meeting Professionals Program.
- Marketing Program at a glance.
- Open Florida.
- Mobile Production Studio.
- Electronic eMagazines.

There was general discussion regarding Saddlebrook being listed in the Vacation Guide; the Vacation Guide being an overview of the entire State of Florida; Pasco County being listed in the Central West section of the Vacation Guide; Visit Florida being a partnership driven organization; the possibility of getting a full page ad with all the Chambers of Commerce in Pasco County; various activities held in Pasco County; and Pasco County having more coverage in the Vacation Guide.

Ms. Ellis said in her experience with working with Visit Florida, both as the Director of Main Street and free lancing for different publications, it was not like Visit Florida to put out a consumer magazine that was totally separate. It was a member driven promotional vehicle. Visit Florida would work with them to get their contents in. Once their advertising expanded to a page, there would be an open dialogue for the sharing of the editorial content.

No action taken.

c. PANDAbear – Marcia Stone

Ms. Marcia Stone distributed documentation to the Board for their review.

Mr. Paul Brenot President of the PANDAbear, said the owner and publisher of Community News Publications recognized the potential of the naturist market in Pasco. The owner also created Pasco Naturally. Pasco Naturally is a naturist newspaper without nudity of any kind. It was the only mainstream naturist newspaper in the world and was born by non-naturist parents. From the first issue it was profitable. Pasco Naturally was distributed to over 350 businesses in Pasco County. The anonym for PANDA was “Pasco Area Nudist Development Association.” PANDAbear was a non-profit 501C4 corporation and in the near future they would develop a C3 charity serving both the naturist and non-naturist within Pasco County. He spoke further regarding the naturist culture in Pasco County being a valuable resource; one of the unnoticed strength in Pasco County; Pasco County being the naturist capitol of the world; and he

explained the documents that were distributed to the Board. He stated he was before the Board to request a \$15,000.00 grant.

Chairman Mariano asked Mr. Keaton if he was aware of this request.

Mr. Keaton said when he informed them of the grant process, he did not know how much money they were going to request.

Chairman Mariano explained to Mr. Brenot that the Board had funded different sporting events, but they had never funded a newspaper. He did not think this would be a venue that they would put money in for marketing purposes.

Mr. Brenot said they were trying to promote Pasco County to the naturist world.

Chairman Mariano stated this Board funded different events, but he did not see where PANDAbear had an event.

There was general discussion regarding the request being a promotional item that did not have a event tie; the purpose of this Board was to promote heads and beds; what the Board expected from the special events that came before this Board; the numerous events that were held in the nudist naturist communities; and the Statute that stated “authorize uses of revenue to promote and advertise tourism in the State of Florida, nationally, and internationally; however if tax revenues are expended for an activity, service, venue or event, the activity, service, venue or event shall have as one of it’s main purposes the attraction of tourists as evidence by the promotion of the activity, service, venue or event to tourists.”

Ms. Toby Caroline explained to the Board why she felt she had a conflict of interest on her part because of Paradise Lakes Resort. She also stated she had spoken with Ms. Stone regarding this matter.

COUNCILMEMBER DECHANT MOVED to deny the request to allow more time to consider the events that were connected to PANDAbear organization; **MR. PHETHEAN SECONDED.**

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

d. Tourism Update-Update & Approval of Expenditures-Eric Keaton, Public Comm. Manager.

Mr. Keaton gave an update on tourism activities. The following were summarized:

1. Sports/Tourism Marketing & Promotion Update.

- Zephyrhills Triathlon – helping to promote event for 2009 (Part of Founder’s Day).
- Events Bike Florida – 1st time on this coast connecting proposed trail.
- Ride/Race for Humanity – Grant situation.
- FHSAA Girls Weightlifting – February
- Region C Soccer – WCDP 116 teams (Feb 8-9) and 70+ teams (Feb 23-24)
- Dick’s Sporting Goods Tournament of Champions – Boys Club Lacrosse Update.
- Florida Sports Foundation/May 19-20, Ft. Lauderdale.

2. Media Coverage

- Recorded (48) clips from various print media on events, festivals and sport activities.
- Published and/or updated VisitPasco.net website with (8) press releases from various events.
- Produced monthly “Upcoming Events” flyer in conjunction with “Tourism Tidbits” Newsletter for local hotels/motels/RV parks, grant recipients and county departments – view on the WEB www.visitpasco.net/contactus

3. Grant/Special Events Update:

- Kumquat Festival – attended on a rainy day but still full of visitors.
- Steeplechase – wonderful one day event that probably suits hospitality more than booth operations.
- Snowbird Extravaganza – Two day event with Trolley was outstanding.
- Chasco Fiesta Parade – Morning activity to noon is productive, not after parade starts Ride for Humanity – Amy volunteered.
- Upcoming Attendance/Banners/Volunteers:
 - Suncoast Arts Festival April 26
 - Cotee River Seafood Festival May 10
 - Speed Skating, Spinnations May 16-18
 - Figure Skating, Spinnations June 14-17
 - Saint Leo Triathlon June 14

4. Other Activities:

- Green Workshop.
- Opening Ceremony Blanton House.
- Greenways, Blueways, Trails Workshop.

5. Leads:

- Requests for Tourism Information January 17 – April 11.
- Breakdown of Where Requests Came From:
 - Visit FI Advertisements 839 Leads
 - Audubon Magazine 336 Leads
 - Website requests (Email) 65 Leads
 - Tourism Telephone 1-800 # 32 Leads

6. Ad/Promotion Expenses since Last TDC Meeting:

- Advertisement: Visit Florida Small Towns and Downtowns - 12,665
- Florida Travel and Lifestyles 3(1/3) page ads - 2,700
- Audubon: Natural Florida - 3,045
- Florida Guide to Multisport Full page - 500
- Promotion: Florida Suncoast Promotions - 5,100
- Dick's Sporting Goods - 12,500

7. Revenues

- Grant Funds Florida Sports Foundation - 4,000
- Kiosk - 622

8. Expenses Requiring Approval:

- Visit Florida-
- Map Program-
- Sports Travel–July 08 Southeast Issue, Oct/Nov (2009 Funds)
3 Conv. - 8,010
- Sports Destination ½ page July/August Soccer Lacrosse issue - 1,400
- FACVB - 1,208
- Saint Leo Triathlon TV - 7,000

There was general discussion regarding the update on tourism activities; the sports travel expense; and tabling the team conference to find out how much it would cost.

Ms. Ellis indicated she had distributed two copies of a map that the Signature Map Company had put together. This could be a good opportunity for Pasco County to produce a four color map, similar to the one she had distributed to the Board, at no cost. She said this company was a turn-key operation, which meant they would produce the map and do all of the designing. This company made their money by selling advertisements. This office would assist them by providing contact names and numbers of hotels, attractions, and their tours within the County. This Company had been in business for fifteen years. This Company would provide Pasco County with 15,000 copies of the final product for distribution to welcome centers, hotels, groups, and meetings. If the County entered into an agreement with this Company, there would be revenue sharing similar to the Kiosk that distributed information about the County. The County would get a portion of the advertising sales. It was estimated that their revenue sharing would be approximately \$5,000.00 to \$7,000.00. The only possible negative was that the product would not be kept in the County.

Mr. Keaton said if the Board thought this was a wise investment, he would request that they to commit to a contract for one year with the Signature Map Company.

Mr. Boehning asked if there would be an opportunity to publicize the County on the map.

Ms. Ellis said the Company had an interactive map that had an online component.

Mr. Keaton thought that could be negotiable.

There was general discussion regarding what kind of impact the map would have; an estimate of the number of individuals that stayed in the hotels a year; 15,000 copies of maps being a low number; and informing all the Chambers of Commerce of the map so they could get their input.

Chairman Mariano directed Staff to bring back the input from the Chambers of Commerce at the next meeting. He stated in light of the surplus they were looking at this year and having money go back into the bricks and mortar fund, he would like to see this issue brought back before the Board of County Commissioners and request that they implement it at their May 27th meeting. Also, they should discuss this issue at the special meeting that was scheduled for the flexible spending account.

Mr. Phethean asked what happened to the motion that was made to send this issue to the Board of County Commissioners.

Chairman Mariano said the motion got pushed back. He suggested another motion to bring it back again.

Mr. Phethean asked why was it pushed back.

Mr. Keaton said it was pushed back because the contract for the National Tennis Center was not complete and the Board felt more comfortable in giving a recommendation on the flexible spending account after a signed agreement from Saddlebrook was received. He indicated he would schedule the special meeting for May 20th.

Ms. Cushman suggested they be undated on the Multi-Sports Complex.

Ms. Michelle Baker, Chief Assistant County Administrator, said at yesterday's Board of County Commissioners meeting, the decision was made to add a member from the TDC to the Committee to review the RFQ's.

Chairman Mariano said he nominated Ms. Cushman to be on the committee.

Ms. Baker said the interviews would be open and they were all welcome to attend. She listed the members that were on the Committee and stated that they were trying to get a representative from the leagues. The Purchasing Department would arrange the interviews. Once they received the proposals, they would be ranked and a recommendation would go back to TDC and the Board of County Commissioners.

Dade City Commissioner Black suggested a Staff memo be with all agenda items that required action.

Ms. Caroline asked Mr. Keaton if he attended one of the round table meetings for PANDAbear.

Mr. Keaton said he did not attend the round table meetings for PANDAbear.

Ms. Caroline said at one of the round table meetings, a representative for PANDAbear thought they would be able to get TDC funds for a startup.

Mr. Keaton said when they had approached him in his office they had mentioned their volleyball events. He explained to them that if they could show a budget and how many heads and beds that came with that event that would be something the TDC may be interested in.

Chairman Mariano suggested an agenda item be submitted to the Board if an organization requested funding.

There was general discussion.

9. Public Comment

Mr. Denny Mihalinec spoke before the Board regarding funds being set aside for Withlacoochee Trail; obtaining signatures for the trail; and the Greater Trilby Community Associations partnering with Wild Thing in Dade City to bring visitors to the Dade City area, which funding would be needed.

8. Adjournment

The meeting adjourned at 12:30 p.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
APRIL 16, 2008

(SEAL)

Prepared by: _____
Elaine H. Hicks, Deputy Clerk