

**PASCO COUNTY TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING**

**MINUTES**

**AUGUST 19, 2015**

**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 THE ITEMS WERE HEARD**

**10:00 A.M.**

**WEST PASCO GOVERNMENT CENTER, BOARD ROOM  
8731 CITIZENS DRIVE, NEW PORT RICHEY, FL**

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**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

**Toby Caroline**  
Paradise Lakes Resorts

**Gail Cushman**  
Days Inn and Suites

**Pat Ciaccio**  
Saddlebrook Resort

**Jack Phethean**  
Little Everglades Ranch

**Open Position**

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

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**1. CALL TO ORDER – 10:00 A.M. Chairman**

The Chairman called the meeting to order at 10:00 a.m.

## **2. Invocation, Pledge of Allegiance**

The Deputy Clerk gave the invocation and led the Pledge of Allegiance to the Flag.

## **3. Roll Call**

All members were present.

## **4. Adoption of Minutes**

- a. TDC Minutes May 20, 2015**
- b. TDC Minutes July 15, 2015**

Motion to approve the May 20, 2015 and July 15, 2015 meeting minutes; motion carried.

## **5. Public Comment**

None.

## **6. New BUSINESS**

- a. Discussion Regarding Funding Eligibility Criteria for Event Sponsorships**

The Committee and Staff held discussion regarding improvements needed to make more appropriate decisions for funding eligibility, measurement, and tracking; to continue to market and grow the sports side of Tourism; review of existing criteria; review of current allowable expenses; Dick's Tournament of Champions rights fees and additional expenses; the use of park amenities and fields; Parks and Recreation adopted fee schedule; fee discussions with Parks and Recreation; discussions with Dick's to reduce cost; Parks & Recreation was in transition to become Parks, Recreation and Natural Resources; the need for funding sources other than Tourism dollars for necessary expenses; creating a new application process and criteria; appropriate use of funding; facility rentals and rights fees; to create a different eligibility list; and travel expenses that were covered.

Council would review information presented and Staff would create a proposal with new criteria and a new application for the next meeting.

- b. New TDC Member – Applications**

The Committee and Staff held discussion regarding applications for the TDC vacancy; the Statute for the appointment; and the Council's nomination.

**c. Bike Depot Presentation – Dade City**

A presentation regarding a bike depot was given.

Discussion was held regarding the connection of the Coast to Coast Connector to the train depot in Dade City; the alignment of the Coast to Coast Connector; a presentation by the Department of Transportation District 5 that would be given at the next MPO (Metropolitan Planning Organization) meeting of the south Sumter Connector; a six month trail study to connect the Withlacoochee Trail to Dade City, Hardy Trail, and further south; way finding to direct people to travel south; a letter regarding the southern alignment from the Council to the MPO; a suggested compromise; to repurpose the train depot as a trailhead; how tourism dollars could be used for the train depot; the need of a business plan; trail and depot completion timeline; land was available for sufficient parking at the depot; CSX owned the land; to create a map with dates, timelines, and financials; Dade City would vacate the building at the end of January; Pioneer Florida Museum's Train Depot; the use of cameras; examples of redeveloped depots; and identification of additional funding sources, to develop key goals, and objectives.

Staff would create a plan to bring to the Council in September.

**d. Office Displays Visit Pasco – Welcome Center**

Discussion was held regarding a Welcome Center display.

**7. Old BUSINESS**

**Tourist Development Plan Workshop**

Discussion was held regarding a delineated cost structure for the Tourism Plan; rental tax; minutes from the TDC Workshop; measurable goals; and the Strategic Plan.

**8. Tourism Manager's Report**

Discussion was held regarding the Florida Governor's Conference; Connect Sports; FADMO 2015 Annual Meeting in September and travel expenses; renegotiation of the Dick's Contract; new revenue streams; Wesley Chapel Chamber of Commerce and community support; Tampa Bay Sports Commission; Facebook and Website updates; the August E-Newsletter; Treehoppers opening; and upcoming events that include Cotee River Bike Fest, Tampa Bay Shootout, Rattlesnake Festival and Savage Race.

**9. Board Member Comments**

Board members spoke regarding the League of Cities conference; the Council's participation; Athletic Association's use of fields; and informing the Council of situations.

**10. Adjournment**

Chairman Starkey left the meeting at 11:25 a.m.

The meeting adjourned at 12:15 p.m.

TOURIST DEVELOPMENT COUNCIL  
REGULAR MEETING  
AUGUST 19, 2015

(SEAL)

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

Prepared by: \_\_\_\_\_  
Marie Miller, Records Clerk  
Board Records Department