



**PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL  
d/b/a Visit St. Petersburg/Clearwater**

**Board of County Commissioners Assembly Room  
315 Court Street, 5th Floor Assembly Room  
Clearwater, FL**

Wednesday, April 14, 2010 9:00 am – 11:00 am

**AGENDA**

- I. CALL TO ORDER – Karen W. Seel, Chair
- II. APPROVAL OF TDC MINUTES -- Meeting of March 3, 2010
- III. CHAIR'S COMMENTS
  - A. Confirmation of approval for Mayor Frank Hibbard as the City of Clearwater's TDC representative.
- IV. COMMITTEE REPORTS/DISCUSSIONS
- V. PRESENTATIONS
  - A. ABC (A Baseball Community) Presentation, Craig Sher, ABC Committee Member
- VI. COMMUNITY ORGANIZATION REPORTS
  - A. St. Petersburg/Clearwater International Airport – Jeff Clauss, PIE
  - B. Tampa International Airport – Report on File
  - C. Pinellas County Chambers – Sue Thomas, Tarpon Springs Chamber
  - D. Pinellas County Cultural Affairs – Report on File
    - a. Review Panel for Cultural Arts Marketing Grants
- VII. CONSULTANT REPORT
  - A. Research Data Services – Walter Klages
    - 1) February Visitor Profile Report
- VIII. MARKETING REPORTS:
  - A. Advertising – Debbie Meihls
  - B. Internet Marketing – Deborah Holland
  - C. Public Relations – Josh Hall
  - D. Leisure Travel/Canada – Rosemarie Payne
  - E. Meetings & Conventions/Convention Services – Suzanne Scully
  - F. Sports – Adam Birdsall
  - G. Film Commission – Jennifer Parramore
  - H. Education – Rhonda Sanborn
  - I. Central European – DT Minich
  - J. United Kingdom – DT Minich
- VIII. DIRECTOR'S REPORT – DT Minich
  - A. Financial Statements for Review and Filing
  - B. Miscellaneous
- IX. Board Members Comments
- X. Public Comments
- XI. Adjournment

*"If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you to the provision of certain assistance. Within two (2) working days of your receipt of this agenda please contact the Office of Human Rights, 400 S. Ft. Harrison Ave., Ste.300, Clearwater, FL 33756, (727) 464-4062 (V/TDD)."*

*Notice: "Persons are advised that, if they decide to appeal any decision made at this meeting/hearing, they will need a record of the proceedings and, for such purpose, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal; is to be based."*