



**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, September 8, 2010 9:00 am – 11:00 am

AGENDA

- I. CALL TO ORDER – Karen W. Seel, Chair
- II. APPROVAL OF TDC MINUTES -- Meeting of July 14, 2010
- III. CHAIR'S COMMENTS
- IV. COMMITTEE REPORTS/DISCUSSIONS
 - A. Elite Event Funding
 - B. Outback Bowl Beach Day Funding Request
 - C. Budget Adjustment for Elite Event Line Item
 - D. Tax Collector/Permit Ordinance
 - E. Ordinance Extending the 4th percent Tourist Tax and Amending the Tourist Development Plan
 - F. Dali Funding Request
 - G. Big C Reappointment Approval – Jim Lawrence
- V. PRESENTATIONS
- VI. COMMUNITY ORGANIZATION REPORTS
 - A. St. Petersburg/Clearwater International Airport – Noah Lagos, PIE
 - B. Tampa International Airport – Trudy Carson, TIA
 - C. Pinellas County Chambers –
 - D. Pinellas County Cultural Affairs – Judith Powers
- VII. CONSULTANT REPORT
 - A. Research Data Services – Walter Klages
 - 1) July Visitor Profile Report
- VIII. MARKETING REPORTS:
 - A. Advertising – David Downing/DT Minich
 - B. Internet Marketing – Nate Huff, Miles Media
 - C. Public Relations – David Downing
 - D. Leisure Travel/Canada – Rosemarie Payne
 - E. Meetings & Conventions/Convention Services – Jill Brown
 - F. Sports – Kevin Smith
 - G. Film Commission – Jennifer Parramore
 - H. Education – Rhonda Sanborn
 - I. Central European – David Downing
 - J. United Kingdom – David Downing
- 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."