



**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, Florida**

**AGENDA**

Wednesday, October 12, 2011 9:00 am – 11:00 am

- I. **CALL TO ORDER** – Commissioner Susan Latvala, Chair
- II. **CHAIR'S COMMENTS**
- III. **APPROVAL OF TDC MINUTES** -- Meeting of September 14, 2011
- IV. **COMMITTEE REPORTS/DISCUSSIONS**
  - A. East/West Shrine Game Proposal Discussion
  - B. Chamber Visitor Profile Program Increase
- V. **CONSULTANT REPORT**
  - A. Research Data Services – Walter Klages  
August Visitor Profile Report
- VI. **PRESENTATIONS**

~ None
- VII. **MARKETING REPORTS:**
  - A. Advertising – Mary Delong, BVK
  - B. Internet Marketing – Deborah Holland
  - C. Education – Rhonda Sanborn
  - D. Film Commission – Jennifer Parramore
  - E. Leisure Travel/Canada – Report on File
  - F. Meetings & Conventions/Convention Services – Suzanne Scully
  - G. Public Relations – David Downing
  - H. Sports Commission – Kevin Smith
  - I. Central Europe & United Kingdom – DT Minich
- VIII. **COMMUNITY ORGANIZATION REPORTS**
  - A. St. Petersburg/Clearwater International Airport – Jeff Clauss
  - B. Tampa International Airport – Report on File
  - C. Pinellas County Chambers – Bob Clifford, Clearwater Regional Chamber
- IX. **DIRECTOR'S REPORT** – DT Minich
  - A. Financial Statements (Pinellas County Bed Tax Report)
  - B. Miscellaneous
- X. **Board Member Comments**
- XI. **Public Comments**
- XII. **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."*