



**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, January 11, 2012 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 11/09/2011
- IV. COMMITTEE REPORTS/DISCUSSIONS**
  - A. Elite Event Funding Guidelines
  - B. TDC Funding Forecast
- V. PRESENTATIONS**
  - A. ~ None
- VI. CONSULTANT REPORT**
  - A. Research Data Services – Walter Klages  
November Visitor Profile
- VII. MARKETING REPORTS**
  - A. Advertising – Mary Delong, BVK
  - B. Internet Marketing – Deborah Holland
  - C. Education – Rhonda Sanborn
  - D. Film Commission – Report on File
  - E. Leisure Travel/Canada – Rosemarie Payne
  - F. Meetings & Conventions – Report on File
  - G. Public Relations – David Downing
  - H. Sports Commission – Angel Natal
  - 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 – Sue Thomas, Tarpon Springs Chamber
- IX. DIRECTOR’S REPORT – DT Minich**
  - A. Financial Statements (Pinellas County Bed Tax)
  - 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."*