ST.PETERSBURG CLEARWATER

The Pinellas County Tourist Development Council (as created under Pinellas County Ordinance 78-20 pursuant to Section 125.0104, Florida Statutes) met in regular session in the Board of County Commissioners Assembly Room, 315 Court Street, 5th Floor Assembly Room, Clearwater, Florida, on this date, January 9, 2013 at 9:00 A.M., with the following members present:

Tourist Development Council Present:
Tony Satterfield, TDC Board Member
Bill Priakos, TDC Board Member
Travis Palladeno, TDC Board Member
Julie Scales, TDC Board Member
George Cretekos, TDC Board Member
Dennis Long, Assistant County Attorney
Karen W. Seel, TDC Chair
DT Minich, CVB Executive Director
Russ Kimball, TDC Vice Chair
Leslie Curran, TDC Board Member
Russ Bond, TDC Board Member
Phil Henderson, Jr., TDC Board Member
Robert Longenecker, TDC Board Member
Rhonda Sanborn, CVB Education Director
Jennifer Parramore, CVB Film Commissioner
Rosemarie Payne, Leisure Travel Director
Michele Schilling, CVB Meetings Director
David Downing, CVB Assistant Director/PR Director
Kevin Smith, CVB Sports Commissioner
Teri Tuxhorn, CVB Director
Linnie Randolph, CVB Special Projects Manager
Dr. Walter Klages, The Klages Group
Annie Ecken, BVK Advertising
Jeff Clauss, St. Pete/Clearwater Airport
Michael Zas, Pinellas County Attorney's Office
Jenelle Steeg, Marketing & Communications Specialist, City of St. Petersburg
Sue Thomas, Tarpon Springs Chamber of Commerce
Darlene Kole, Clearwater Beach Chamber of Commerce
Bob Clifford, Clearwater Regional Chamber of Commerce

Absent:
Tim Bogott, TDC Board Member

I. CALL TO ORDER

Chair Karen Seel called the meeting to order at 9:05 am

II. CHAIRMAN'S COMMENTS

Welcome – Commissioner Karen Seel sitting in for Kenneth Welch who had a schedule conflict. Board members introduce themselves.

III. APPROVAL OF TDC MINUTES

Upon motion made by Leslie Curran, seconded by Russ Kimball and carried unanimously, the minutes of the regular meeting of December 12, 2012 were approved. TDC meeting minutes can be found on www.pinellascvb.com

IV. COMMITTEE REPORTS

A. Beginning February 20, 2013 the TDC meeting dates will move to the 3rd Wednesday of each month beginning at 3:00pm ending at 5:00pm in the County Court House Assembly Room. Full meeting schedule is located on pinellascvb.com.

B. Elite Event Guidelines revision – For Elite Events held in October, November, and December, expenditures may be incurred prior to the beginning of the fiscal year if expressly allowed in the funding agreement. Upon motion made by Tony Satterfield, seconded by Russ Kimball and carried unanimously, the change to the Elite Event guidelines were approved.

The full board discussion can be viewed on www.pinellascvb.com

V. PRESENTATIONS:

The Tourist Development Council honored Sandy Galloway upon her retirement.
The presentation can be viewed on www.pinellascvb.com

VI. CONSULTANT REPORT:

A. Research Data Services – Walter Klages
November Visitor Profile Report

A full Visitor Profile and PowerPoint can be found on www.pinellascvb.com

VII. MARKETING REPORTS

The following CVB Marketing Reports for the month of November 2012 are on file for the TDC board and public to review at the Convention & Visitors Bureau website www.pinellascvb.com

A. Advertising, Mary Delong & Annie Ecken, BVK
B. Internet Marketing – Report on File
C. Hospitality Education – Rhonda Sanborn
D. Film Commission – Jennifer Parramore
E. Leisure Travel/Canada – Rosemarie Payne
F. Meetings & Conventions – Michele Schilling
G. Public Relations – David Downing
H. Sports Commission – Kevin Smith
I. Central Europe/ United Kingdom – DT Minich

VIII. COMMUNITY ORGANIZATION REPORTS

The following Community Organization reports for the month of November 2012 are on file at the Convention & Visitors Bureau website www.pinellascvb.com

A. St. Petersburg/Clearwater International Airport – Report on File
B. Tampa International Airport – Report on File
C. Pinellas County Chamber Report – Darlene Kole, Clearwater Beach Chamber

IX. DIRECTOR'S REPORT

A. FINANCIAL

The November 2012 Tourist Development Tax Comparative Report is posted on the CVB internet site at www.pinellascvb.com

B. MISCELLANEOUS

X. PUBLIC COMMENTS

Sue Thomas, Tarpon Springs Chamber

XI. BOARD MEMBER COMMENTS

A. **Russ Bond** – thanks to the entire staff and to Sandy

B. **Phil Henderson, Jr.** – Thank you, Sandy, for all of your years of service

C. **Robert Longenecker** - Leadership Pinellas is being transported by Jolley Trolley today

XII. ADJOURNMENT

The Chairman directed, there being no objection, that the meeting be adjourned at 11:28 am.