



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, March 12, 2008, at 9:00 A.M., with the following members present:

Tourist Development Council Present:

Robert B. Stewart, Chairman
Russ Kimball, Vice-Chairman
Timothy Bogott
George Billiris
Russ Bond
Phil Henderson Jr.
Anthony Satterfield
Doreen Moore
Jody Armstrong
Carlen Petersen
Julie Scales
Leslie Curran

Absent:

None

Others Present:

DT Minich, CVB Executive Director
Lee Daniel, CVB Assistant Director
Dennis Long, Assistant County Attorney
Jeff Clauss, SP/CLW Int'l Airport
Louis Miller, Tampa International Airport
Trudy Carson, Tampa International Airport
Marian Capozza, Pinellas Park Chamber
Judith Powers Jones, Cultural Affairs
Dr. Walter Klages, Research Data Services, Inc.
Debbie Meihls, CVB Advertising Director
Deborah Holland, CVB Internet Marketing Manager
David Downing, CVB Public Relations Director
Michelle Schilling, CVB Meetings & Convention Manager
Linda Bergeron, CVB Convention Services Director
Kevin Smith, CVB Sports Director
Jennifer Parramore, CVB Film Commissioner
Rhonda Sanborn, CVB Education Director
Cyndie LaPlume, CVB Executive Assistant
YPB&R Staff

I. CALL TO ORDER

Chairman Robert Stewart called the meeting to order at 9:00am

II. APPROVAL OF TDC MINUTES

Upon motion made by Mr. Kimball, seconded by Ms. Petersen and carried unanimously, the minutes of the regular meeting of February 13, 2008 were approved as submitted.

III. CHAIRMAN'S COMMENTS

Chairman Stewart gave a brief update on the benefits and accomplishments achieved at the International Trade Show in Berlin, attended by various Pinellas County and Orlando tourism partners. In reporting that there were approximately 81 countries attending with over 11,000 displays, Chairman Stewart reemphasized the importance that international tourism plays in our local economy.

IV. COMMITTEE PRESENTATIONS

None

V. COMMUNITY ORGANIZATION REPORTS

The following Community Organization reports for the month of January 2008 were presented to the TDC board for their review and are on file at the Convention & Visitors Bureau. Complete reports are posted on the CVB intranet site at www.pinellascvb.com

- St. Petersburg/Clearwater International Airport – Jeff Clauss
- Tampa International Airport – Louis Miller
 - TIA 2008 Update Presentation
- Pinellas County Chamber Report – Marian Capozza, Pinellas Park
- Pinellas County Cultural Affairs Report, Judith Powers

VI. CONSULTANT REPORT

The Research Consultant's Report for the month of January 2008 was presented by Dr. Walter Klages to the TDC board for their review and are on file at the Convention & Visitors Bureau intranet site at www.pinellascvb.com

VII. MARKETING REPORTS

The following CVB Marketing Reports for the month of January 2008 were presented to the TDC board for their review and are on file at the Convention & Visitors Bureau. Complete reports are posted on the CVB intranet site at

www.pinellascvb.com

- Advertising – Debbie Meihls, Director
- Internet Marketing – Deborah Holland, Manager
- Public Relations – David Downing, Director
- Leisure Travel – Lee Daniel, CVB Deputy Director
- Meetings & Conventions – Michelle Schilling, Manager
- Convention Services – Linda Bergeron, Director
- Sports – Kevin Smith, Director
- Film Commission – Jennifer Parramore, Director
- Education/Hospitality – Rhonda Sanborn, Director

The following International reports for January 2008 were presented by Mr. Lee Daniel to the TDC board for their review. Complete reports are posted on the CVB intranet site at www.pinellascvb.com

- Central Europe – Marion Wolf, Director
- United Kingdom – Vanessa Alexander, Director
- Canada – Kimberly Hartley, Director

VIII. DIRECTOR'S REPORT

FINANCIAL

Mr. DT Minich, Executive Director of the CVB, presented the CVB Budget & Expenditures report for the board's review. The monthly Tourist Development Tax Comparative report and Pinellas Local Option Tax report were also presented for review and filing. Copies have been posted to the CVB intranet site at www.pinellascvb.com

MISCELLANEOUS

Mr. DT Minich, Executive Director of the CVB, gave a brief review of the International Trade Show in Berlin, distributing copies of the appointment and event schedule for review, and displaying various photos of attendees and events.

Mr. Minich announced the start of PHASE V, the new 24/7 call center being utilized at the CVB for after hour calls, messaging and leads, and maintaining a database for future advertising and marketing efforts.

Mr. Minich reviewed a recent CVB tour of various museums in downtown St. Petersburg as an ongoing effort to expose the staff to all the cultural opportunities there are in Pinellas County.

In conclusion, Mr. Minich expressed his thanks to the BCC, TDC and CVB staff for their support during his first year as the Executive Director.

IX. BOARD MEMBER COMMENTS

Phil Henderson thanked DT and Marion Wolf of our Germany office for the thorough recap of events outlined at ITB.

On behalf of the TDC, Chairman Stewart expressed his thanks to Carlen Petersen for her efforts and detailed tour of Clearwater following last month's TDC meeting.

In conclusion, it was announced by Chairman Stewart that the April TDC meeting will be focusing on the FY09 budget, with each department presenting a brief outline of their future goals and objectives.

X. PUBLIC COMMENTS

None

XI. ADJOURNMENT

The Chairman directed, there being no objection, that the meeting be adjourned at 10:50 am.

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NOTE: The next Tourist Development Council meeting is scheduled as follows:

*APRIL 9, 2008
Board of County Commissioners Assembly Room
315 Court Street, 5th Floor
Clearwater, FL*