



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, September 14, 2011 at 9:00 A.M., with the following members present:

Tourist Development Council Present:

Tony Satterfield, TDC Board Member
Frank Hibbard, TDC Board Member
Dennis Long, Chief Assistant County Attorney
Susan Latvala, TDC Chair
DT Minich, CVB Executive Director
Leslie Curran, TDC Board Member
Phil Henderson, Jr., TDC Board Member
Lloyd Williams, TDC Board Member
Russ Bond, TDC Board Member
Jim Lawrence, TDC Board Member arrived 9:14 am
Doreen Moore, TDC Board Member arrived 9:14 am

Absent:

Julie Scales, TDC Board Member
Russ Bond, TDC Board Member

Others Present:

Dr. Walter Klages, The Klages Group
Connie Davis, Palm Harbor Chamber of Commerce
Robin Grabowski, Tampa Bay Beaches Chamber of Commerce
David Downing, CVB Assistant Director
Deborah Holland, CVB Internet Marketing Director
Suzanne Scully, CVB Meetings Director
Kevin Smith, CVB Sports Commissioner
Rosemarie Payne, Leisure Travel Director
Jennifer Parramore, CVB Film Commissioner
Marion Wolf, CVB Central Europe Director
Venessa Alexander, CVB United Kingdom Director
Nate Huff, Miles Media
Ted Jackovic, Tampa Tribune
Steve Huettel, St. Pete Times

I. CALL TO ORDER

Chair Susan Latvala called the meeting to order at 9:05am

TDC MEETING MINUTES, SEPTEMBER 14, 2011

II. **CHAIRMAN'S COMMENTS**

Welcome! We have a lot going on in the community with the new Winter movie, Dolphin Tale. I can't wait to see it and already feel this will be a great success for us.

III. **APPROVAL OF TDC MINUTES**

Upon motion made by Frank Hibbard, seconded by Leslie Curran and carried unanimously, the minutes of the regular meeting of July 13, 2011 were approved. TDC meeting minutes can be found on www.pinellascvb.com

IV. **COMMITTEE REPORTS**

A. Elite Event Committee Recommendation for FY12 funding:

DT Minich reviewed the proposals and committee recommendation for the board. Discussion by board members on how the break down occurred and why the Rays were moved under advertising for marketing funding.

Upon motion made by Jim Lawrence, seconded by Tim Bogott and carried unanimously, the Elite Event funding recommendations were approved by the board. The full discussion can be found on www.pinellascvb.com

B. Super Boat Race Event - in addition to the \$25,000 approved in the FY12 Sports Commission budget the event organizers have asked for an additional \$25,000 for marketing this year's event. The board discussed the race and potential for a larger than expected event.

Upon motion made by Frank Hibbard, seconded by Russ Kimball and carried unanimously, the additional funding was approved by the board to increase funds to a total of \$50,000 for the Super Boat Race event. The full discussion can be found on www.pinellascvb.com

C. East/West Shrine Bowl Game discussion – The Shriners sent a request through staff to the board to become a sponsor of their event. As the grant guidelines are written their current request does not meet our guidelines. The board discussed the possibility of a sponsorship and decided to bring this request back to the board in October for further discussion and vote.

D. Allegiant Air Agreement Discussion

DT Minich explained the current agreement and differences from the past agreement. DT recommended that this is a justified expense as it is matched dollar for dollar by the airline and puts our brand into smaller feeder markets that aren't currently receiving advertising.

Upon motion made by Tony Satterfield, seconded by Russ Kimball and carried unanimously, allegiant Air Agreement was approved by the board. The full discussion can be found on www.pinellascvb.com

V. **CONSULTANT REPORT:**

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

TDC MEETING MINUTES, SEPTEMBER 14, 2011

VI. **PRESENTATIONS:**

The following presentations from the CVB International Offices were presented to the TDC board for their review and are on file at the Convention & Visitors Bureau website www.pinellascvb.com

- A. Central Europe Presentation – Marion Wolf
- B. United Kingdom Presentation – Venessa Alexander

VII. **MARKETING REPORTS**

The following CVB Marketing Reports for the month of July 2011 were presented to the TDC board for their review and are on file at the Convention & Visitors Bureau website www.pinellascvb.com

- A. **Internet Marketing** - Deborah Holland, CVB & Nate Huff, Miles Media
- B. **Hospitality Education** – Report on File
- C. **Film Commission** – Jennifer Parramore
- D. **Leisure Travel** – Rosemarie Payne
- E. **Meetings & Conventions** – Suzanne Scully
- F. **Public Relations** - David Downing
- G. **Sports Commission** – Kevin Smith

VIII. **COMMUNITY ORGANIZATION REPORTS**

The following Community Organization reports for the month of May 2011 were presented to the TDC board for their review and 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 – Report on File

IX. **DIRECTOR'S REPORT**

A. **FINANCIAL**

The July 2011 Tourist Development Tax Comparative Report is posted on the CVB internet site at www.pinellascvb.com

X. **BOARD MEMBER COMMENTS**

~None

XI. **PUBLIC COMMENTS**

~ None

XII. **ADJOURNMENT**

The Chairman directed, there being no objection, that the meeting be adjourned at 11:00 am.