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, May 21, 2014 at 9:00 A.M., with the following members present:

Tourist Development Council Present:

Tony Satterfield, TDC Board Member
Julie Scales, TDC Board Member arrived 9:10am
Eric Waltz, TDC Board Member
George Cretekos, TDC Board Member
Michael A. Zas, Assistant County Attorney
Karen W. Seel, BCC/TDC Chair
DT Minich, CVB Executive Director
Russ Kimball, TDC Vice Chair
Rick Kriseman, TDC Board Member
Tim Bogott, TDC Board Member
Jen Carlisle, TDC Board Member
Phil Henderson, Jr. , TDC Board Member
Dr. Walter Klages, The Klages Group
Mary Delong, BVK Advertising
Roger Miles, Miles Media
Jim Abernathy, Pinellas County Office of Management & Budget
Andy Squires, Environmental Services Manager
Darlene Kole, Clearwater Beach Chamber President
Bob Clifford, Clearwater Regional Chamber President
Robin Sollie, Tampa Bay Beaches Chamber President
Sam Henderson, Mayor, City of Gulfport
David Downing, VSPC Deputy Director
Mike Bersabal, VSPC Internet Marketing Manager
Kevin Smith, VSPC Sports Commission Director
Ana Fernandez, VSPC Latin American Director
Teri Tuxhorn, VSPC Director
Linnie Randolph, VSPC Special Projects Manager
Josh Boatright, Tampa Tribune

Absent:

Bill Priakos, TDC Board Member
Travis Palladeno, TDC Board Member

I. CALL TO ORDER

Chair Karen W. Seel called the meeting to order at **9:03am**

II. CHAIRMAN'S COMMENTS

Good Morning and Welcome to the Tourist Development Council meeting. I'm Karen Seel the chair of the Board of County Commissioners and the Tourist Development Council. I'd like to ask each member of the council to state their names and where they're from for the record.

I would also like to give big congratulations to Tim Bogott and the Guy Harvey Resort for the opening of their new restaurant Rum Fish on St. Pete Beach. The opening was phenomenal. This is not only a restaurant but a real tourist attraction.

III. APPROVAL OF TDC MINUTES

Upon motion made by **George Cretekos**, seconded by **Russ Kimball** and carried unanimously, the minutes of the regular meeting of **April 16, 2014** were approved. TDC meeting minutes can be found on www.pinellascvb.com

IV. COMMITTEE REPORTS

A. FY15 VSPC Budget Approval
   Upon motion made by **Russ Kimball**, seconded by **Tony Satterfield** and carried unanimously, the FY15 VSPC Budget was approved unanimously.

B. Elite Event Committee Selection
   All of the TDC members want to participate in the Elite Event selection. Staff will send out meeting dates and location. Once the County Attorney's office finishes their review of the applications we will forward them to each member allowing enough time for your review prior to the meeting.

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

V. PRESENTATIONS:

A. Beach Nourishment Update, Andy Squires, Environmental Services Manager
   Mr. Squires presented current and future nourishment projects with updates on Gulfport and Treasure Island.
   Mr. Squires answered questions on nourishment projects from Council members.
   Mayor Henderson, City of Gulfport – addressed the council with his request for funding the Gulfport beach nourishment project.
   The Council discussed forming a committee/taskforce to set guidelines and procedures for future beach nourishment funding projects.

The presentation can be viewed on www.pinellascvb.com

VI. CONSULTANT REPORT:

A. Research Data Services – Walter Klages
   March 2014 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 **March 2014** are on file for the TDC board and public to review at the Convention & Visitors Bureau website www.pinellascvb.com

A. Advertising, Mary Delong, BVK
B. Internet Marketing – Mike Bersabal
C. Hospitality Education – Report on File
D. Film Commission – Report on File
E. Leisure Travel/Canada – Report on File
F. Meetings & Conventions – Report on File
G. Media & Interactive – David Downing
H. Sports Commission – Kevin Smith
I. Latin America – Ana Fernandez
J. Central Europe/ United Kingdom – DT Minich

VIII. COMMUNITY ORGANIZATION REPORTS

The following Community Organization reports for the month of **March 2014** 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

IX. DIRECTOR'S REPORT

A. FINANCIAL

The **March 2014** Tourist Development Tax Comparative Report is posted on the CVB internet site at www.pinellascvb.com

B. MISCELLANEOUS

X. PUBLIC COMMENTS

A. Darlene Kole, Clearwater Beach Chamber President
Ms. Kole addressed the board to relay information about Clearwater Beach Restaurant Week and to distribute the new Restaurant Week Cookbook.

XI. BOARD MEMBER COMMENTS

A. Russ Kimball - Ryan Wells foundation Dinner. I'd like to thank the industry who participated for this great cause. It's the community and restaurants that really make this happen. We raised over $130,000 that night for incoming culinary students.

XII. ADJOURNMENT

The Chairman directed, there being no objection, that the meeting be adjourned at **11:15am**.