ST.PETERSBURG
CLEARWATER

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 August 20, 2014 9:00AM – 11:00AM

I. CALL TO ORDER – TDC Chair Karen W Seel

II. CHAIR'S COMMENTS

III. APPROVAL OF TDC MINUTES

A. July 16, 2014

IV. PRESENTATIONS

A. Process for new VisitSPC Executive Director Selection
- Mark Woodard, County Administrator

B. Discussion of pros and cons of a public/private entity for Tourism Bureau
- Karen Seel

V. CONSULTANT REPORT

A. Research Data Services – Walter Klages
June Visitor Profile

VI. MARKETING REPORTS – June 2014

A. Advertising – Mary Delong, BVK Advertising
B. Internet Marketing – Report on File
C. 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 – Report on File
H. Sports Commission – Report on File
I. Latin America – Report on File
J. Central Europe & United Kingdom – Report on File

VII. COMMUNITY ORGANIZATION REPORTS

A. St. Petersburg/Clearwater International Airport – Report on File
B. Tampa International Airport – Report on File

VIII. DIRECTOR'S REPORT David Downing, Interim Executive Director, Visit St. Pete/Clearwater

A. Financial Statements (Pinellas County Bed Tax)
B. Miscellaneous

IX. PUBLIC COMMENTS
X. BOARD MEMBER COMMENTS
XI. 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."