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, **October 15**, 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
Bill Priakos, TDC Board Member
Eric Waltz, TDC Board Member
George Cretekos, TDC Board Member
Michael A. Zas, Assistant County Attorney
Karen W. Seel, BCC/TDC Chair
David Downing, CVB Interim Executive Director
Russ Kimball, TDC Vice Chair
Tim Bogott, TDC Board Member
Jen Carlisle, TDC Board Member
Travis Palladeno, TDC Board Member
Phil Henderson, Jr. , TDC Board Member
Jim Abernathy, Pinellas County Office of Management & Budget
Amanda Coffee, Pinellas County Attorney's Office
Marion Wolf, Central European VSPC Office
Venessa Alexander, United Kingdom VSPC Office
Stuart Fyfe, United Kingdom VSPC Office
Paul Warry, United Kingdom VSPC Office
Dr. Walter Klages, The Klages Group
Mary Delong, BVK Advertising
Nate Huff, Miles Media
Lauren Bourgoing, Miles Media
Cris Drago, Paradise
Sally Everett, City of St. Petersburg
Bob Clifford, Clearwater Regional Chamber President
Doug Izzo, Tampa Bay Beaches Chamber
Diane Dove,
Ed Cassidy, VSPC Brand Director
Mike Bersabal, VSPC Internet Marketing Manager
Rosemarie Payne, VSPC Leisure Travel/Canada Director
Linnie Randolph, VSPC Special Projects Manager
Rhonda Sanborn, VSPC Education Director
Teri Tuxhorn, VSPC Director
Josh Boatwright, Tampa Bay Times

Absent:

Rick Kriseman, TDC Board Member

I. CALL TO ORDER

Chair Karen W. Seel called the meeting to order at **9:06am**

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 want to thank everyone who came out to the Clearwater Beach Super Boat Races. We had record attendance this year. I also want to mention the Clearwater Jazz Holiday which starts tomorrow. I really hope all of you can make it out for that event.

Yesterday the Board of County Commissioners held a Cultural workshop yesterday and David [Downing] did a great presentation on how Visit St. Pete/Clearwater spends the cultural marketing dollars to support and promote the arts in our destination.

III. APPROVAL OF TDC MINUTES

Upon motion made by **Russ Kimball**, seconded by **Travis Palladeno** and carried unanimously, the minutes of the regular meeting of **August 20, 2014** were approved. TDC meeting minutes can be found on www.pinellascvb.com

IV. PRESENTATIONS:

A. Revision to Annual Accounting & Beach Nourishment Funds for TDC Revenue
   - Jim Abernathy, Pinellas County Office of Management and Budget

B. Discussion of Proposed Ordinance Repealing 4th percent TDT
   - Michael A. Zas, Chief Assistant County Attorney

C. VSPC European Office Reports
   - Marion Wolf, Central European Office
   - Venessa Alexander, United Kingdom Office

The presentation can be viewed on www.pinellascvb.com

V. CONSULTANT REPORT:

A. Research Data Services – Walter Klages

August Visitor Profile Report

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

VI. MARKETING REPORTS

The following CVB Marketing Reports for the month of **August 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 – Report on File
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 – Report on File
H. Latin America – Report on File
I. Sports Commission – Report on File
J. Central Europe/ United Kingdom – Report on File

VII. COMMUNITY ORGANIZATION REPORTS

The following Community Organization reports for the month of **August 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
C. Pinellas County Chamber Report – Report on File

VIII. DIRECTOR'S REPORT – David Downing, VSPC Interim Executive Director

A. FINANCIAL

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

B. MISCELLANEOUS

IX. PUBLIC COMMENTS

~ None

X. BOARD MEMBER COMMENTS

~ None

XI. ADJOURNMENT

The Chairman directed, there being no objection, that the meeting be adjourned at **11:27am**.