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 at the Madeira Beach City Centre Commission Chambers at 300 Municipal Drive, Madeira Beach, Florida, on this date, **December 16, 2015** at 9:00 A.M., with the following members present:

Tourist Development Council Present:
John Morroni, BCC/TDC Chair
Russ Kimball, TDC Vice Chair
George Cretekos, TDC Board Member
Rick Kriseman, TDC Board Member
Travis Palladeno, TDC Board Member
R B Johnson, TDC Board Member
Tony Satterfield, TDC Board Member
Bill Priakos, TDC Board Member
Tim Bogott, TDC Board Member
Jen Carlisle, TDC Board Member
Michael A. Zas, Assistant County Attorney
David Downing, VSPC Executive Director

Absent:
Phil Henderson, Jr., TDC Board Member
Eric Waltz, TDC Board Member

Others in Attendance:
Dr. Walter Klages, The Klages Group
Mary Delong, BVK Advertising
Lauren Bourgoing, Miles Media
Robin Sollie, Tampa Bay Beaches Chamber
Doug Izzo, Tampa Bay Beaches Chamber
Sonny Flynn, Johns Pass Village Association
Miranda Bachardt, City of Madeira Beach
Kevin Smith, VSPC Sports Commission Director
Rosemarie Payne, VSPC Leisure Travel/Canada Director
Rhonda Sanborn, VSPC Education Director
Tony Armer, VSPC Film Commission Director
Teri Tuxhorn, VSPC Administrative Director
Leroy Bridges, VSPC Media & Interactive Director
Ed. Cassidy, VSPC Brand Management Director
Jeanine Messerschmidt, VSPC Meetings & Conventions Manager
Ana Fernandez, VSPC Latin American Director

I. CALL TO ORDER

Chair John Morroni called the meeting to order at **9:00am**

II. CHAIRMAN'S COMMENTS

Good Morning and Welcome to the Tourist Development Council meeting. I'm John Morroni the chair of the Board of County Commissioners and the Tourist Development Council. Thank you, Mayor Palladeno, for inviting us in this beautiful new facility. I'll start the meeting by going around the dais and having everyone state their name for the record.

III. APPROVAL OF TDC MINUTES

Upon motion made by **Tim Bogott**, seconded by **Travis Palladeno** and carried unanimously, the minutes of the regular meeting of **November 18, 2015** were approved. TDC meeting minutes can be found on www.pinellascvb.com

IV. COUNTY ATTORNEY

~ No Report

V. PRESENTATIONS:

A. VSPC Director's Video
B. VSPC Marketing Recap for 2016

VI. CONSULTANT REPORT:

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

A full Visitor Profile and PowerPoint can be found on the following link
http://www.pinellascvb.com/area-info-statistics

VII. MARKETING REPORTS

The following CVB Marketing Reports for the month of **October 2015** are on file for the TDC board and public to review at the Convention & Visitors Bureau website http://www.pinellascvb.com/monthly-tdc-department-reports

A. Advertising, Mary Delong, BVK Advertising
B. Media & Interactive with Internet Marketing – Leroy Bridges
C. Hospitality Education – Rhonda Sanborn
D. Film Commission – Tony Armer
E. Leisure Travel/Canada – Rosemarie Payne
F. Meetings & Conventions – Jeanine Messerschmidt
G. Sports Commission – Kevin Smith
H. Latin America – Ana Fernandez
I. Central Europe/ United Kingdom – David Downing

VIII. COMMUNITY ORGANIZATION REPORTS

The following Community Organization reports for the month of **October 2015** 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 – David Downing, VSPC Executive Director**

A. FINANCIAL

The **October 2015** Tourist Development Tax Comparative Report is posted on the CVB internet site at http://www.pinellascvb.com/st-petersburgclearwater-international-airport

B. MISCELLANEOUS

X. **PUBLIC COMMENTS**

No Public Comments

XI. **BOARD MEMBER COMMENTS**

All of the council members thanked Commissioner Morroni for a great year of service to the Council, our destination and our visitors then wished him well.

XII. **ADJOURNMENT**

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