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, July 14, 2010 at 9:00 A.M., with the following members present:

Tourist Development Council Present:
Tony Satterfield, TDC Board Member
Doreen Moore, TDC Board Member
Bill Queen, TDC Board Member
Frank Hibbard, TDC Board Member
Dennis Long, Assistant County Attorney
Karen Williams Seel, TDC Chair
DT Minich, CVB Executive Director
Leslie Curran, TDC Board Member
Russ Bond, TDC Board Member
Lloyd Williams, TDC Board Member
Phil Henderson, Jr., TDC Board Member

Absent:
Russ Kimball, TDC Vice Chair
Julie Scales, TDC Board Member
Tim Bogott, TDC Board Member

Others Present:
Jeff Clauss, PIE
Judith Powers, Pinellas County Cultural Affairs, Executive Director
Dr. Walter Klages, The Klages Group
Jenelle Steeg, Marketing & Communications Specialist, City of St. Petersburg
Robin Grabowski, Tampa Bay Beaches Chamber of Commerce
Sue Thomas, Tarpon Springs Chamber of Commerce
Darlene Kole, Clearwater Beach Chamber of Commerce
Bob Clifford, Clearwater Regional Chamber of Commerce
Mary Delong, BVK
Sarah Leach, BVK
Danah Heye, Miles Media
David Downing, CVB Assistant Director
Debbie Meihls, CVB Advertising Director
Deborah Holland, CVB Internet Marketing Director
Suzanne Scully, CVB Meetings & Convention Director
Kevin Smith, CVB Sports Commissioner
Rosemarie Payne, Leisure Travel Director
Guy Balson, CVB Film Commission Manager
Rhonda Sanborn, CVB Education Director
Casey Canevari, CVB Marketing Database Manager
Elisa Dunkle, CVB Leisure Travel Administrative Assistant
Bill Potts, Ironman
Paul Warren, Meetings Afloat
Ted Jackovic, Press
Steve Huettel, Press

I. CALL TO ORDER

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

II. APPROVAL OF TDC MINUTES

Upon motion made by Lloyd Williams, seconded by Frank Hibbard and carried unanimously, the minutes of the regular meeting of June 9, 2010 were approved. TDC meeting can be found on www.pinellascvb.com

III. CHAIRMAN'S COMMENTS

The Chair, Karen Seal, asked TDC Board Member, Mayor Frank Hibbard, to speak about his testimony before a congressional subcommittee in New Orleans. He said the main focus was on communication between different levels of government and the impacts on local economies. He requested that we continue to get the technical information from Homeland Security about the oil spill, but also that the information is disseminated in a way that we can get out to our media, citizens, and businesses. He believes the media has done a lousy job of clarifying where oil is and where oil is not and the probability of where that oil where go. He talked to a BP Representative and they are considering additional monies to Florida for advertising and are considering sending it directly to TDC's or Counties. He believes some sum will be coming down and we need to continue communicating with those BP Representatives. The dollar amount and process for receiving these monies has not yet been decided.

IV. COMMITTEE REPORTS/ PRESENTATIONS

A. FY11 Budget Adjustment Approval

Allocation of the Florida Division of Emergency Management marketing funds from BP as a result of the Deepwater Horizon oil leak. Visit St. Petersburg/Clearwater received $1.15 million in emergency funds for marketing and advertising.

Motion for approval of funds: Lloyd Williams
2nd: Leslie Curran
Approved by All in Attendance

B. Elite Event Committee Funding Recommendations

Of the $400,000 in the Elite Event Marketing Budget, the subcommittee requested allotting $100,000 towards Ironman and $50,000 towards Transitions Golf Tournament. Subcommittee directed DT and staff to further the discussion with the Honda Grand Prix and the Tampa Bay Rays. It was recommended that $50,000 from our Advertising Budget be spent on 30 second commercials for the Outback Bowl and another $50,000 from our Advertising Budget be spent on 30 second commercials for the Beef O' Brady's Bowl. By the August 11th meeting, DT and staff will have met with Tampa Bay Rays and Honda Grand Prix and will address our Elite Event Marketing Budget again. Today's motion was for $100,000 to be dedicated towards Ironman and $50,000 be dedicated towards Transitions.

Motion: Frank Hibbard
2nd: Phil Henderson Jr.
Approved by All in Attendance

The complete discussion can be viewed on the TDC internet website
http://www.pinellascounty.org/media/TDC/default.htm

V. COMMUNITY ORGANIZATION REPORTS

The following Community Organization reports for the month of May were presented to the TDC board for their review and are on file at the Convention & Visitors Bureau. Complete reports are posted on the CVB internet site at www.pinellascvb.com

- **A.** St. Petersburg/Clearwater International Airport – Jeff Clauss, PIE
- **B.** Tampa International Airport – Trudy Carson, TIA
- **C.** Pinellas County Chamber Report – Normajeanne Anderson, Safety Harbor Chamber

D. Pinellas County Cultural Affairs – Judith Powers, Executive Director

TDC was asked to approve the Cultural Tourism Grant Panel's Award

Motion: Tony Satterfield

2nd Doreen Moore

Approved by All in Attendance

Judith presented the State's Cultural Affairs Grants recipients and 18 Pinellas County organizations received funding totaling $74,386.00.

VI. CONSULTANT REPORT

A. The Research Consultant's Report for the month of May 2010 was presented by Dr. Walter Klages to the TDC board for their review and are on file at the Convention & Visitors Bureau internet site at www.pinellascvb.com

VII. MARKETING REPORTS

The following CVB Marketing Reports for the month of May 2010 were presented to the TDC board for their review and are on file at the Convention & Visitors Bureau. Complete reports are posted on the CVB internet site at www.pinellascvb.com

A. Advertising – Mary Delong, BVK Advertising
B. Internet Marketing – Deborah Holland
C. Public Relations – David Downing
D. Leisure Travel – Rosemarie Payne
E. Meetings & Conventions – Suzanne Scully
F. Sports Commission – Kevin Smith
G. Film Commission – Guy Balson
H. Education/Hospitality – Rhonda Sanborn

The following International office reports for May 2010 are on file. Complete reports are posted on the CVB internet site at www.pinellascvb.com

A. Central Europe – DT Minich
B. United Kingdom – DT Minich

VIII. DIRECTOR'S REPORT

A. FINANCIAL

The May 2010 Tourist Development Tax Comparative Report is posted on the CVB internet site at www.pinellascvb.com

B. MISCELLANEOUS

- Venessa Alexander and Marion Wolf, the CVB UK Director and CVB Central European Director, respectively, will present a full report on the European activities to the Board at the September TDC meeting.
- Oil Symposium this evening at 6:00 at the St. Petersburg College Seminole Campus. DT will be there presenting.
- Tourist Express is a new program by the County Tax Collector that will make it easier to pay bed taxes.

IX. BOARD MEMBER COMMENTS

A. Phil Henderson, Jr. - Apologized for not being at last month's meeting. He stated he is not for capital spending, but believes that it will happen and so we need to really think about it and think of ways to spread it around.

X. PUBLIC COMMENTS

A. Sue Thomas, Tarpon Springs Chamber, thanked DT and the CVB for their support.
B. Darlene Kole introduced herself as the new Executive Director of the Clearwater Beach Chamber of Commerce.

XI. ADJOURNMENT

The Chairman directed, there being no objection, that the meeting be adjourned at 11:10 am.