



ST.PETERSBURG CLEARWATER

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL MEETING MINUTES FEBRUARY 15, 2017

The Pinellas County Tourist Development Council (“TDC”), as created under Pinellas County Ordinance 78-20 pursuant to Section 125.0104, Florida Statutes, met in regular session at the Board of County Commissioners Assembly Room, 315 Court Street, 5th Floor Assembly Room, Clearwater, Florida, on this date, **February 15, 2017**, at 9 a.m. with the following members present:

Tourist Development Council Members Present:

Janet C. Long, Chair
Russ Kimball, Vice Chair
Hon. Doug Bevis
Tim Bogott
Jen Carlisle
Hon. George Cretekos
Charlie Gerdes
Phil Henderson, Jr.
Cookie Kennedy
Trisha Rodriguez
Tony Satterfield
Eric Waltz

Visit St. Petersburg/Clearwater Staff (“VSPC”/CVB) and Agencies:

David Downing, VSPC President & CEO
Tim Ramsberger, VSPC Chief Operating Officer
Teri Tuxhorn, VSPC Administrative Director
Leroy Bridges, VSPC Media & Interactive Director
Brandi Bolden, VSPC Activations & Promotions Manager
Craig Campbell, VSPC Senior Activations & Promotions Manager
Sarah Kirchberg, VSPC Sports Senior Business Development Manager
Michael A. Zas, Assistant County Attorney
Dr. Walter Klages, The Klages Group

Others in Attendance:

Jim Abernathy, Pinellas County Office of Management & Budget
Mayor Julie Bujalski, City of Dunedin
Frank Dame, Clearwater Marine Aquarium
Jabar Edmond, C.D.A.T
Vealvee Farrell, Deuces Live, Main Street

Doug Izzo, Tampa Bay Beaches Chamber
Darlene Kole, Clearwater Beach Chamber
Dennis Long, Capital Project Funding Consultant

I. CALL TO ORDER/ CHAIRMAN’S COMMENTS:

Chair Janet C. Long called the meeting to order at 9:04 a.m.

- A. Chair Long requested roll call and welcomed new TDC members Doug Bevis and Cookie Kennedy. TDC members briefly introduced themselves and welcomed the new members.
- B. Chair Long handed the TDC members a copy of the letter that was sent to Representative Halsey Beshears in support of Enterprise Florida. Speaker Corcoran was also copied on this letter.

Additional comments can be viewed on: www.pinellascounty.org/tdc

II. APPROVAL OF TDC MINUTES:

Upon motion made by Tim Bogott and seconded by Jen Carlisle the minutes of the regular meeting of January 18, 2017, were approved unanimously.

TDC meeting minutes are posted on the CVB website at:

www.pinellascvb.com/tdc-minutes

III. PUBLIC COMMENTS:

Alan Snell from Escape Adventures gave a brief presentation.

IV. COUNTY ATTORNEY:

No report.

V. PRESENTATIONS:

No presentation.

VI. CONSULTANT’S REPORT:

Research Data Services – Dr. Walter Klages

December 2016 and Year End Visitor Profile Report - David Downing

Visitor Profile Report and PowerPoint is posted on the CVB website at:

www.pinellascvb.com/tdc-meeting-materials

VII. EXECUTIVE UPDATE – Tim Ramsberger, VSPC Chief Operating Officer:

A. Capital Project Funding -

1. Reports are expected back from Jones Lang LaSalle Americas, Inc. (JLL) by March 1, 2017. They will be ready for discussion at the March 15, 2017, TDC meeting.
2. PSTA submitted an application on February 6, 2017, but it was deemed ineligible for funding by Attorney Michael A. Zas due to missing the

application deadline.

3. Tim Ramsberger and Dennis Long will be meeting with the applicants in the next few weeks to begin discussions on marketing benefits.
4. Tim Ramsberger introduced new Visit St. Petersburg/Clearwater staff members Brandi Bolden, Craig Campbell & Sarah Kirchberg to the TDC members.

VIII. DEPARTMENT UPDATES - DECEMBER 2016:

The following Visit St. Petersburg/Clearwater Staff Marketing Reports for the month of December 2016 are posted on the CVB website at:

www.pinellascvb.com/monthly-tdc-department-reports

- A. Leisure Travel / Canada, Rosemarie Payne
- B. Advertising, Mary DeLong, BVK Advertising
- C. Community & Partnerships, Jeff Abbaticchio
- D. Media & Interactive, Leroy Bridges
- E. Film Commission, Tony Armer
- F. Meetings & Conventions, Suzanne Scully
- G. Sports Commission
- H. Latin America, Ana Fernandez
- I. Central Europe / United Kingdom, David Downing

IX. INTERNATIONAL AIRPORT REPORTS - DECEMBER 2016:

The following International Airport reports for the month of December 2016 are posted on the CVB website at: www.pinellascvb.com/tdc-meeting-materials

- A. St. Petersburg/Clearwater International Airport
- B. Tampa International Airport

X. DIRECTOR'S REPORT - David Downing, VSPC President & CEO:

The December 2016 Tourist Development Tax Comparative Report is posted on the CVB website at: www.pinellascvb.com/bed-tax-information

A. Miscellaneous:

1. David Downing announced that the new Gulf to Bay magazine will be inserted in the New York Times on March 5, 2017.

XI. TDC MEMBER COMMENTS:

- A. Phil Henderson congratulated Eric Waltz for being named "Tourism Person of the Year."
- B. Doug Bevis expressed his concerns over PSTA missing the opportunity to be considered for the Capital Project Funding especially since continued promotion of the area brings more and more visitors.

XII. ADJOURNMENT:

Chair Long directed, there being no objection, the meeting be adjourned at 10:05 a.m.