

# **Pinellas County**

*Sheraton Sand Key Resort,  
1160 Gulf Boulevard, Clearwater  
Beach, FL 33767*



## **Minutes - Final**

**Thursday, May 2, 2024**

**9:30 A.M.**

**Joint BCC/TDC Meeting (Agenda Briefing)**

## **Board of County Commissioners**

*Kathleen Peters, Chair*

*Brian Scott, Vice-Chair*

*Dave Eggers*

*René Flowers*

*Charlie Justice*

*Chris Latvala*

*Janet C. Long*

## ROLL CALL - 9:32 A.M.

**Board of County Commissioners (BCC) Members Present:** Chair Kathleen Peters, Vice-Chair Brian Scott, Commissioner Dave Eggers, Commissioner Charlie Justice, Commissioner Chris Latvala, and Commissioner Janet C. Long

**BCC Not Present:** Commissioner René Flowers

**Tourist Development Council (TDC) Members Present:** Chair Kathleen Peters, Vice-Chair Russ Kimball, Mayor Dave Gattis, Copley Gerdes, Phil M. Henderson, Jr. (appeared virtually), Doreen Moore, Charles Prather, Mayor Bruce Rector, Commissioner Brian Scott, Clyde Smith, and Michael Williams

**TDC Not Present:** Trisha Rodriguez

**Others Present:** Barry A. Burton, County Administrator; Jewel White, County Attorney; Brian Lowack, President and CEO, Visit St. Pete/Clearwater (VSPC); Amanda Coffey, Managing Assistant County Attorney; and Tammy Burgess, Board Reporter, Deputy Clerk

### 1. Welcome/Introductions: Chair Kathleen Peters

Chair Peters called the meeting to order and welcomed the members; whereupon, at the Chair's request, those in attendance introduced themselves.

Chair Peters indicated that Mr. Henderson has requested to participate in the meeting virtually; and that there must be a vote to allow him to do so; whereupon, Mr. Smith made a motion to approve the virtual participation of Mr. Henderson. The motion was seconded by Mr. Williams and carried unanimously.

### 2. Discussion Items:

#### Tourist Development Tax Plan Review

- a.) Marketing/Capital Split
- b.) Elite Event Funding Cap
- c.) Capital Project Funding
- d.) Removal of Outdated Information (Cleanup)

#### Marketing/Capital Split

Report and discussion regarding assumption models, capital projects, the Convention and Visitors Bureau budget, capital and operating reserves levels, funding and costs for marketing efforts, hotel and rental property occupancy, and industry best standards.

Staff presenter: James Abernathy, Office of Management and Budget

Document displayed: *Tourist Development Tax Financial Outlook*

Elite Event Funding Cap

Discussion regarding the economic impacts of the Elite Event program and increasing the funding cap amount.

Staff presenter: Brian Lowack, President and CEO, VSPC

Capital Project Funding

Discussion regarding the Tourist Development Plan, including capital projects allowed, current language, and the current capital funding cycle.

Staff presenter: Brian Lowack, President and CEO, VSPC

Removal of Outdated Information (Cleanup)

Discussion regarding removal of outdated information contained within the Tourist Development Plan.

Staff presenter: Brian Lowack, President and CEO, VSPC

**3. Board Member Comments/Discussions**

Mr. Prather commented on the capital project pro forma presented and recommended that the beach nourishment funding projected in the six-year cycle include inflationary numbers to account for rising costs.

Ms. Moore discussed the role of arts and culture in bringing visitors to St. Petersburg/Clearwater and commented on resident complaints regarding the replacement of floating buoys with pilings related to restricting boat access at swim areas.

Commissioner Long suggested including the Tampa International Airport and the Tampa Port Authority in future Board meetings to provide their perspectives related to marketing.

Commissioner Eggers briefly discussed utilization of funding, vacation rentals and the effects on communities, and services provided by the Pinellas Suncoast Transit Authority.

Chair Peters discussed the marketing efforts of Global Tampa Bay and potential for synergies.

In response to Chair Peters' call for a motion to adjourn the TDC meeting, noting that the BCC will be continue its workshop following a recess, Mr. Williams made a motion, which was seconded by Commissioner Scott and carried unanimously.

Meeting recessed: 11:21 A.M.

Meeting reconvened: 11:42 A.M.

#### **BCC AGENDA BRIEFING**

#### **4. Agenda Briefing**

Referring to the agenda of the May 7 BCC meeting, Mr. Burton and Attorney White provided information regarding the agenda items and responded to queries by the members.

Commissioner Justice referenced a letter received from City of Pinellas Park Mayor Sandra Bradbury regarding a request to reconvene a task force; whereupon, Chair Peters indicated that she would respond to the letter.

**ADJOURNMENT - 11:54 A.M.**