

TO: The Honorable Pat Gerard, Chair
Pinellas County Board of County Commissioners and
Tourist Development Council

FROM: Michael A. Zas, Managing Assistant County Attorney MAZ

SUBJECT: Tourist Development Council Vacancy

DISTRIBUTION: Steve Hayes, Director, Convention & Visitors Bureau
Barry A Burton, County Administrator

DATE: February 6, 2020

The membership of the Tourist Development Council (“TDC”) is governed by Section 118-34, Pinellas County Code, which provides:

“(a) There is hereby established, pursuant to the provisions of F.S. § 125.0104, an advisory council to be known as the Pinellas County Tourist Development Council. The council shall be composed of 12 members who shall be appointed by the Board of County Commissioners. The chair of the Board of County Commissioners or any other County Commissioner designated by the chair shall serve as the chair of the council. Four members of the council shall be elected municipal officials, one of whom shall be from the most populous municipality in Pinellas County, one of whom shall be from the municipality in which the greatest percentage of tourist development tax revenue is generated in Pinellas County, one of whom shall be from among the cities of Belleair Beach, Belleair Shores, Indian Rocks Beach, Indian Shores, Madeira Beach, North Redington Beach, Redington Beach, Redington Shores, St. Pete Beach, and Treasure Island, and one of whom shall be from a city in Pinellas County that is not specifically named in this section. Seven members of the council shall be persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, of which not less than three nor more than four members shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. All members of the council shall be electors of the county. The members of the council shall serve for staggered terms of four years.”

There is currently one (1) (partial term) vacant position on the TDC. And, per the Special Act, this particular vacancy can be filled from *either* the hotel owner/operator category *or* the tourist industry category.

A. The following applicant is an elector of the County and has applied under the owner or operator of motels, hotels, recreational vehicle parks, or other tourist accommodations category and appears to otherwise meet the legal eligibility requirements:

1. Mike Williams Managing Director, Innisbrook Golf & Spa Resort

B. The following applicants are electors of the County and have applied under the tourist industry category (not owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations, except as may be indicated herein) and appear to otherwise meet the legal eligibility requirements:

1. Jim Bouldin Director of Marketing, Fun Maps, Inc.
2. Laura T. Hine Executive Director, The James Museum of Western & Wildlife Art
3. Alan P. Johnson¹ Event Management/Engineering/Sales/Marketing
4. Kelly S. Kelly Owner/Publisher, ColorfulClearwater.com
5. Alexandra Landry² Catering Sales Executive, Marriott

¹ Mr. Johnson's application lists his occupation as Event Management/Engineering/Sales/Marketing, but he also notes that he is retired. His application states that he directs a weekend running event in St. Pete Beach that involves participants from across the country and foreign countries. Consequently, in voting for him, the BCC would be determining that he qualifies under the tourist industry category. He also notes that he is the Mayor of St. Pete Beach.

² Ms. Landry applied under the hotel/motel owner operator category. However, as she is not an owner or operator of a hotel, motel, or other tourist accommodation, she is not eligible under that category but she appears to be eligible for consideration under the Tourist Industry category. Consequently, in voting for her, the BCC would be waiving any irregularity as to her applying under the wrong category, allowing her to proceed under the Tourist Industry category for which she is eligible.