



ST.PETERSBURG CLEARWATER

Pinellas County Tourist Development Council Meeting Minutes March 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 Clerks Large Conference Room, 315 Court Street, 4th Floor, Clearwater, Florida, on this date, **March 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
Jen Carlisle
Hon. George Cretekos
Charlie Gerdes
Phil Henderson, Jr.
Cookie Kennedy
Trisha Rodriguez
Tony Satterfield
Eric Waltz

Not Present:

Tim Bogott

Visit St. Petersburg/Clearwater and County staff:

David Downing, VSPC President & CEO
Tim Ramsberger, VSPC Chief Operating Officer
Teri Tuxhorn, VSPC Administrative Director
Jim Abernathy, Pinellas County Office of Management & Budget
Bill Berger, Pinellas County Office of Management & Budget
Michael A. Zas, Assistant County Attorney

Others in Attendance:

Mayor Julie Bujalski, City of Dunedin
Alberto Alfonso, Alfonso Architects/MAACM
David Borier, Dunedin Ballpark
Jerry Dabkowski, George F. Young
Frank Dame, Clearwater Marine Aquarium
Kevin Dunbar, City of Clearwater
Vince Gizzi, City of Dunedin

Douglas Hutchens, City of Dunedin
Doug Izzo, Tampa Bay Beaches Chamber
John Keller, Resident of Dunedin
Dr. Walter Klages, The Klages Group
Darlene Kole, Clearwater Beach Chamber
Greg Lee, Baker Hostetler
Dennis Long, Capital Project Funding Consultant
Mack Macksym, Veterans Art Center - Tampa Bay
Thomas Magoulis, American Craftsman Museum
Robin Matson, George F. Young
Adam Nance, Ruth Eckerd Hall
Christine Page, St. Petersburg Shuffleboard Club
Paula Parrish, Morean Arts Center
Darren Rivera, Ruth Eckerd Hall
Roger Ross, Morean Arts Center
Bob Sanders, Manhattan Construction
Mich Sauers, Florida Orchestra
Davis Yates, Clearwater Marine Aquarium

I. Call to order/ Chair's Comments:

Chair Janet C. Long called the meeting to order at 9:02 a.m. and requested roll call from the TDC members which they briefly introduced themselves. She also requested the members of the audience to please introduce themselves.

II. Approval of TDC Minutes:

Upon motion made by Tony Satterfield and seconded by Cookie Kennedy the minutes of the regular meeting of February 15, 2017, were approved unanimously.

TDC meeting minutes are posted on the CVB website at:

www.pinellascvb.com/tdc-minutes

III. Public Comments:

A. Doug Izzo from Tampa Bay Beaches gave a brief presentation advocating support for Visit Florida.

B. Mack Macksym from Veterans Art Center- Tampa Bay gave a brief presentation and invited everyone to the Grand Opening taking place on March 25, 2017.

IV. County Attorney: Sunshine Law and Ethics

Michael A. Zas, Assistant County Attorney and Jewel White, Chief Assistant County Attorney gave a handout and presentation on Sunshine Law and Ethics.

V. Presentations:

No presentation.

VI. Consultant's Report:

Research Data Services – Dr. Walter Klages
January 2017 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:

Elite Events - Tim Ramsberger requested a motion to move forward with Elite Event program this year with Conditional Funding/ “Up To” Amount and staff to negotiate terms; motion by Jen Carlisle, seconded by Tony Satterfield and passed unanimously.

VIII. Department Updates – January 2017:

The following Visit St. Petersburg/Clearwater Staff Marketing Reports for the month of January 2017 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 – January 2017

The following International Airport reports for the month of January 2017 are posted on the CVB website at: www.pinellascvb.com/tdc-meeting-materials

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

X. President & CEO Report - David Downing, VSPC President & CEO:

The January 2017 Tourist Development Tax Comparative Report is posted on the CVB website at: www.pinellascvb.com/bed-tax-information

Miscellaneous:

- A. David Downing gave a brief overview from his recent trip to ITB in Berlin.

XI. TDC Member Comments:

No comments.

XII. Adjournment:

Chair Long directed, there being no objection, the meeting be adjourned at 9:38 a.m.