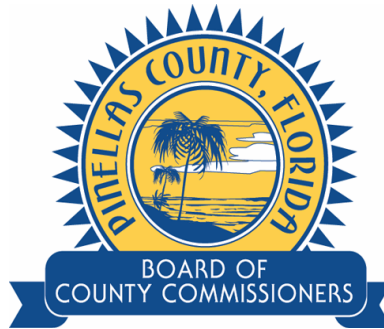


Pinellas County

*1160 Gulf Boulevard
Clearwater Beach, FL 33767*



Minutes - Final

Thursday, September 14, 2023

9:30 A.M.

Joint BCC/TDC Meeting

Sheraton Sand Key Resort

Board of County Commissioners

Work Session

*Janet C. Long, Chair
Kathleen Peters, Vice-Chair
Dave Eggers
René Flowers
Charlie Justice
Chris Latvala
Brian Scott*

ROLL CALL - 9:33 A.M.

BCC Members Present: Janet Long, Chair; Kathleen Peters, Vice-Chair; Commissioner Dave Eggers, Commissioner Charlie Justice, Commissioner Chris Latvala, and Commissioner Brian Scott

TDC Members Present: Janet Long, Chair; Russ Kimball, Vice-Chair; Mayor Brian Aungst, Mayor Julie Ward Bujalski, Mayor Dave Gattis, Copley Gerdes, Phil Henderson, Jr., Doreen Moore, Charles Prather, Trisha Rodriguez, and Michael Williams

BCC Not Present: Commissioner René Flowers

TDC Not Present: Clyde Smith

Others Present: Barry A. Burton, County Administrator; Jewel White, County Attorney; Brian Lowack, Interim President and CEO, Visit St. Pete/Clearwater (VSPC); and Katie Poviones, Senior Board Reporter, Deputy Clerk

1. Welcome/Introductions - Chair Janet Long

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

2. Chair Comments - Chair Janet Long

Chair Long provided brief comments regarding a document provided to the members regarding national best practices for destination marketing organizations and requested that it be placed on the October TDC meeting agenda for discussion.

3. Discussion Items

- a.) TDT Financing Plan
- b.) Rays
- c.) Phillies
- d.) Toytown
- e.) Marketing Update

TDT Financing Plan

Report and discussion regarding the Tourist Development Tax (TDT) Capital Model, including funding for beach nourishment and future capital projects.

Staff presenter: Kevin Knutson, Assistant County Administrator

Document displayed: *TDT Financing*

Rays

Discussion regarding TDT funding toward a new stadium for the Tampa Bay Rays.

Phillies

Discussion regarding a potential funding request from the Philadelphia Phillies.

Toytown

Discussion regarding the Toytown project and the process for building on the site.

Marketing Update

Report and discussion regarding marketing objectives and strategies, maintenance and development markets, return on investment, future planning considerations, and partnering with Pinellas County Economic Development.

Mr. Lowack discussed a recent sales mission to Brazil with Chair Long and Latin America Senior Sales Manager Andrea Gabel.

Staff presenter: Katie Bridges, Senior Advertising Manager, VSPC
Document displayed: *Marketing Update*

4. Board Member Comments/Discussions

Commissioner Scott discussed the Innisbrook Golf Resort and its application to the National Register of Historic Places.

Meeting recessed: 11:03 A.M.

Meeting reconvened: 11:21 A.M.

BCC AGENDA BRIEFING

5. Agenda Briefing

Referring to the proposed agenda of the September 19 BCC meeting, Mr. Burton, along with Attorney White, provided information on the agenda items and responded to queries by the members.

ADJOURNMENT - 11:35 A.M.