

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

FROM: Michael A. Zas, Managing Assistant County Attorney

SUBJECT: Tourist Development Council Vacancies

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

DATE: September 18, 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 are currently seven (7) vacant positions on the TDC. Three (3) of the current vacancies are for elected municipal official appointees. The remaining four (4) vacancies are for appointees who are involved in the tourism industry which includes the hotel, motel, recreational vehicle parks, or other tourist accommodations (hotel/motel) category as well as the tourism industry category.

TDC APPOINTMENTS:

1. Elected Officials Category

A. There are currently three (3) open elected municipal officials TDC appointments to be made by the BCC. In accordance with Florida law, the BCC shall appoint an elected official

from the city that generates the most in bed tax (Clearwater) and one from the most populous city (St. Petersburg). Moreover, per BCC 2016 policy directive, the BCC *shall* appoint the mayors from those cities. Those individuals are as listed below:

1. Frank Hibbard Mayor, Clearwater
2. Rick Kriseman Mayor, St. Petersburg

B. In accordance with Florida law, the BCC shall appoint an elected official from among the cities specifically enumerated in the act as set forth above. Moreover, per BCC 2016 policy directive, any such appointment shall be made by the BCC from among *one* of the names of elected municipal officials submitted by the Barrier Islands Governmental Council (Big C) as follows:

1. Michael Hackerson Councilor, Indian Shores
2. Tyler Payne Commissioner, Treasure Island
3. Melinda Pletcher Commissioner, St. Pete Beach

TDC APPOINTMENTS:

2. Hotel/Motel Category

A. There are currently four (4) open TDC appointments to be made by the BCC from the hotel/motel and the tourist industry categories. The following applicants applied under the motel/hotel category and are electors of the County and thus, appear to meet the TDC eligibility requirements. As there is already one TDC council member from the hotel/motel category, you may now appoint *no less than two no more than three* from among the following individuals:

1. Anthony Satterfield VP of Operations, Alden Suites
2. Charles M. Prather Owner, Birchwood Hotel/Restaurant
3. Mike Williams Managing Director, Innisbrook Golf & Spa Resort

3. Tourist Industry Category

The following applicant applied under the tourism industry category, and is an elector of the County and thus, appears to meet the TDC eligibility requirements:

1. Patricia Rodriguez Owner, Clearwater Ferry/The Tropics Boat Tours

The following individual applied for TDC appointment; however, based on his application he does not appear to meet the TDC eligibility requirements and is thus not eligible for appointment. Consequently, he does not appear on the ballot; however, if the BCC determines otherwise, his name would have to be added to the ballot.

1. Joseph Woodward Director of IT Services, Vology