

TO: The Honorable Kenneth T Welch, 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: David Downing, Director, Convention & Visitors Bureau
Mark Woodard, County Administrator

DATE: October 3, 2018

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 six (6) vacant positions on the TDC:

1. One (1) vacant position is for an elected municipal official appointee from the list provided by the Mayor's Council.
2. Five (5) vacancies are for appointees who are involved in the tourism industry. Of these, three (3) will be appointed for a full term (2018-2022) and two (2) will be serving a partial term (2018-2020) resulting from 2 recent council member vacancies. The composition of the full TDC must always include at least three but no more than four tourist accommodations owners or operators. Of these five (5) vacancies:

- a. At least two (2) but no more than three (3) must be appointees who are owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County and subject to the tax.
- b. At least two (2) but no more than three (3) must be appointees who are involved in the tourism industry and are not owner or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations, and who have demonstrated an interest in tourist development.

A. The following applicants are electors of the County and have applied under the owner or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations category and appear to otherwise meet the Special Act eligibility requirements:

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| 1. | Russ Kimball | CEO, Sheraton Sand Key Resort
(current council member) |
| 2. | Keith Overton | President, Tradewinds Island Resorts |
| 3. | Charles M. Prather ¹ | Owner, Birchwood Hotel/Restaurant |
| 4. | Mike Williams | Managing Director, Innisbrook Golf & Spa Resort |

B. The following applicants are electors of the County and have applied under the tourism related industry category (not owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations) and appear to otherwise meet the Special Act eligibility requirements:

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| 1. | Jeff Abbaticchio | Director of Marketing, Sirata Beach Resort |
| 2. | Sonny Flynn | Managing Partner, Alligator Attraction |
| 3. | Phil Henderson | President/CEO, Starlite Cruises, Inc. |
| 4. | Oliver Kugler ² | Area Director of Sales/Marketing, Provident Hotels & Resorts, d/b/a Sunset Vistas Beachfront Suites |
| 5. | Doreen Moore ³ | President, Travel Resort Services, Inc. |
| 6. | James Scherer | Owner, Broke N Bored Grill |

¹ Despite owning a hotel, Applicant chose to apply under the Tourism Related Industry. Consequently, the BCC would have to waive any irregularity as to his applying under the wrong category and allow him to appear on the ballot under the hotel/motel owner category for which he is eligible.

² In his application, Mr. Kugler applied under the hotel/motel owner operator category. However, he is not an owner or operator of a hotel, motel, or other tourist accommodation, but he is eligible for consideration under the Tourist Related Industry. Consequently, the BCC would have to waive any irregularity as to his applying under the wrong category and allow him to appear on the ballot under the Tourist Related Industry category for which he is eligible.

³ In her application, Doreen Moore states that she is on the Board of Directors for Creative Pinellas. Creative Pinellas currently receives tourist development tax funding. Thus, if Ms. Moore is selected, I would advise the Board to make such appointment contingent upon her resigning from their Board.

C. There is also currently a vacant position for a full term appointee who is a municipal official not from the cities specifically listed in the Special Act (non-beaches). The appointment of either municipal official below would comply with the requirements of the Special Act:

1. Mayor Woody Brown
2. Mayor Julie Ward-Bujalski

D. The following individuals applied for TDC appointment consideration; however, based on the applications as submitted, or not being electors of the County, they do not appear to meet the requirements of the Special Act and thus are not eligible for consideration. Consequently, they do not appear on the ballot; however, if the BCC determines that in fact they are eligible, any such individual's name would have to be added to the ballot.

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| 1. Brian J. Aungst | Independent Consultant |
| 2. Olga Bof | Executive Director, Keep Saint Petersburg Local |
| 3. Joan M. Byrne | Director, Recreation, Parks and Arts, City of Largo |
| 4. Matthew J Eberius | Auctioneer/Community Manager, American Heritage Real Estate Group |
| 5. Thomas P. Frain | Compliance Manager, Raymond James & Associates |
| 6. Todd Gehrke ⁴ | Director of Sales & Marketing, Davidson Hotels, The Don Cesar Hotel |
| 7. Missy H. Hahn | President, Treasure Island Madeira Beach Chamber of Commerce |
| 8. Jean E. Hungiville | President/CEO, Tarpon Springs Chamber of Commerce |
| 9. Tony Leno | Manager, Event Recruitment & Management, City of St. Petersburg, City Development Administration |
| 10. Cyndi Raskin-Schmitt | Director of Communications & Marketing, Pinellas Suncoast Transit Authority |
| 11. Vibeke Sansone ⁵ | Director of Sales & Marketing, Vinoy St. Petersburg, Renaissance Resort |

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⁴ Mr. Gehrke does not appear to be an elector of the County.

⁵ Ms. Sansone does not appear to be an elector of the County.