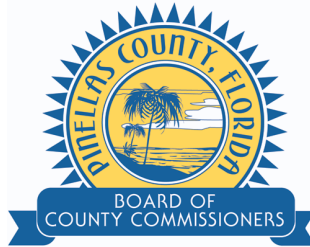


Pinellas County

12600 Roosevelt Boulevard North, St. Petersburg



Minutes - Final

Thursday, November 4, 2021

9:30 A.M.

Joint BCC/TDC Meeting

St. Petersburg Marriott Clearwater

Board of County Commissioners - Work Session

Dave Eggers, Chair

Charlie Justice, Vice-Chair

Rene Flowers

Pat Gerard

Janet C. Long

Kathleen Peters

Karen Williams Seel

BCC Members Present: Dave Eggers, Chair; Charlie Justice, Vice-Chair; René Flowers, Pat Gerard, Janet C. Long, and Karen Williams Seel (late arrival at 10:17 A.M.)

BCC Not Present: Kathleen Peters

TDC Members Present: Dave Eggers, Chair; Russ Kimball, Vice-Chair; Mayor Julie Ward Bujalski, Mayor Frank Hibbard, Doreen Moore, Charles Prather, Clyde Smith, and Michael Williams

TDC Not Present: Phil Henderson, Jr., Mayor Rick Kriseman, Melinda Pletcher, and Trisha Rodriguez

Others Present: Barry A. Burton, County Administrator; Jewel White, County Attorney; Steve Hayes, Visit St. Pete Clearwater President and CEO; and Teresa Ribble, Board Reporter, Deputy Clerk

ROLL CALL – 9:33 A.M.

1. Welcome/Introductions

Chair Eggers called the meeting to order and requested that Commissioner Justice lead the Pledge of Allegiance; whereupon, at the Chair's request, those in attendance introduced themselves.

2. Chair Comments

Chair Eggers expressed his appreciation to the members of both the Board of County Commission (BCC) and the Tourist Development Council (TDC) for their leadership during the past year and noted the effects of COVID-19 on business owners and tourism in Pinellas County; whereupon, at his request, the members provided brief comments on their expectations for today's meeting.

3. Discussion Items

a. Tourist Development Tax Statute Q & A

Report and discussion regarding the Tourist Development Tax uses, Florida Statute Section 125.0104, the Tourist Development Plan, and related matters.

Staff presenter: Jewel White, County Attorney

PowerPoint presentation: *Joint BCC/TDC Workshop/Pinellas County Tourist Development Tax, November 2021*

b. Visit St. Pete Clearwater Update

Report and discussion regarding Fiscal Year 2021 highlights and areas of focus for Fiscal Year 2022, including development of a strategic plan and making data-driven decisions.

Staff presenter: Steve Hayes, Visit St. Pete Clearwater President and CEO
PowerPoint presentation: *Joint BCC/TDC Workshop*

c. Creative Pinellas Update

Report and discussion regarding updates on programs and projects, including the Arts Navigator application and Arts Beyond the Walls, as well as recent awards, the provision of grants to local artists, and related matters.

Partner presenter: Barbara St. Clair, Creative Pinellas CEO
PowerPoint presentation: *Creative Pinellas Impact*

d. Sports Facilities Update

Report and discussion regarding the findings of an analysis conducted to determine the feasibility of a sports tourism infrastructure development in Pinellas County, including an overview of the analysis process, potential economic impact, industry trends, and recommendations based upon the results of the study.

Partner presenter(s): Jason Clement, CEO, and Dan Morton, Director of Research and Analysis, The Sports Facilities Companies
PowerPoint presentation: *Feasibility Findings, Pinellas County Sports & Events Facilities, November 2021*

e. Capital Funding Grant Program/Elite Events

Report and discussion regarding guidelines and future direction related to the Capital Funding Program and criteria for the Elite Event Funding Program.

Staff presenter: Steve Hayes, Visit St. Pete Clearwater President and CEO
Document referenced: *Tourist Development Tax Fund – Capital Funding Programs*

4. Board Member Comments/Discussion

Upon Chair Eggers' request for further discussion, it was suggested that a commitment be made for annual or biannual joint meetings between the two groups; and that a more in-depth conversation regarding the feasibility of a sports facility occur.

ADJOURNMENT – 11:29 A.M.