

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL
MARKETING SUBCOMMITTEE MEETING
July 15, 2020

Some members of the Pinellas County Tourist Development Council (TDC), as created under Pinellas County Ordinance 78-20 pursuant to Section 125.0104, Florida Statutes, met as a subcommittee at the Pinellas County Extension - Magnolia Room - 12520 Ulmerton Rd. Largo, Florida on this date at 9:00 A.M. with the following members present:

Pat Gerard, BCC Chair, Chair
Julie Bujalski, Mayor, City of Dunedin
Frank Hibbard, Mayor, City of Clearwater
Doreen Moore, Travel Resort Services
Trisha Rodriguez, Clearwater Ferry
Mike Williams, Innisbrook Resort

Others Present:

Steve Hayes, Visit St. Pete/Clearwater (VSPC) President and CEO
Tim Ramsberger, VSPC Chief Operating Officer
Teri Tuxhorn, VSPC Administrative Director
Leroy Bridges, VSPC Vice-President, Digital & Communications
Katie Bridges, VSPC Senior Advertising Manager
Suzanne Hackman, VSPC Vice President, Business Development
Maria Hargrett, VSPC Accounting Manager
Liz McCann, VSPC Executive Administrative Assistant

Agenda

- I. CALL TO ORDER/ROLL CALL – Chair Pat Gerard
- II. COMMITTEE OVERVIEW – Steve Hayes, President & CEO, VSPC
 - A. Charter / Purpose / Structure
 - B. Meeting Schedule – Sent to all TDC members
- III. MARKETING UPDATES & OVERVIEWS
 - A. Key Research Updates
 - B. Current Program Update
 - C. Looking Forward/Future Marketing Programs

MARKETING SUBCOMMITTEE MEMBERS:

Julie Bujalski, Mayor City of Dunedin
Russ Kimball, Sheraton Sand Key Resort
Rick Kriseman, Mayor, City of St. Petersburg
Doreen Moore, Travel Resort Services
Tony Satterfield, Alden Suites
Mike Williams, Innisbrook Resort

NEXT MARKETING SUBCOMMITTEE MEETING:

SEPTEMBER 16, 2020 – 9:00 am to 9:50 am - TBD

Regular TDC meeting will follow at 10:00am.

CALL TO ORDER/ROLL CALL

Chair Gerard called the meeting to order at 9:00 A.M. At her request, those in attendance introduced themselves.

APPROVAL OF MINUTES – No minutes from the March 18, 2020 meeting, a Charter was created.

COMMITTEE OVERVIEW – Steve Hayes, President & CEO, VSPC

- Proposed Charter/ Purpose/ Structure
 - Mr. Hayes spoke about his vision for the subcommittee. His idea is to keep the members of the TDC informed of the advertising and marketing being done by the CVB.
 - To present every other month to the subcommittee everything the CVB is doing and if the subcommittee members have any questions, they can be addressed at that meeting, or bring back the information at the next scheduled meeting.
 - The meeting schedule for the subcommittees, emailed to the members at an earlier date, was also passed out at the meeting.

MARKETING UPDATES & OVERVIEWS- Leroy Bridges, VP Digital & Communications, VSPC & Katie Bridges, Senior Advertising Manager, VSPC

- Leroy Bridges and Katie Bridges shared a presentation with the subcommittee and discussed some of the new tools available to the CVB to better forecast travel and visitors to the destination.
- The presentation also touched on the current efforts of developing a new campaign for visiting safely and responsibly. The campaign is to let the community and our visitors know that we care about safety. The Recovery Campaign has been put on hold for now.
- There is a meeting scheduled for Friday, July 17, 2020, with the Chambers and other members of the community to discuss what they need from the CVB that can be individualized for that community to get the word out about the campaign.

- Mayor Bujalski inquired on who the meeting invitation was sent to and recommended not only the Chambers be invited but also City Managers. Mr. Bridges informed the Mayor that invitation had not been sent yet and was going to be sent later in the afternoon.
- Commissioner Gerard asked if Visit Florida way doing anything like our campaign and Mr. Hayes said he did not think they were.
- Mr. Williams asked how can we make sure Pinellas County does not become a “hotspot”? Mr. Bridges’ response was that the intent is to move on this campaign quickly.
- Ms. Moore commented that it is very important to get the messaging to the cities and the locals that we are taking these positive steps to keep everyone safe.
- Mr. Williams commented on the well thought out plan and asked if the CVB had enough funding to execute the plan?
- Mr. Hayes suggested we may be able to use the funding from the county’s Cares Act and/or may be able to transform other funding to promote this plan.
- Mr. Bridges will send the presentation after the meeting to the Marketing Subcommittee and the rest of the TDC Members.
- Mr. Hayes will provide a quick recap of what was discussed at the subcommittee meeting during the regular TDC meeting.

The meeting was adjourned at 9:50 A.M.

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