



**PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL
Zoom Webinar**

**When: September 16, 2020 10:00 AM Eastern Time
Topic: TDC Meeting
Please visit website below to access meeting:
VisitSPC.com/TDC**

**TDC Meeting Agenda
September 16, 2020
10:00AM TO 12:00PM**

- I. **CALL TO ORDER/ROLL CALL – Chair Pat Gerard**
- II. **CHAIR COMMENTS – Chair Pat Gerard**
- III. **APPROVAL OF TDC MINUTES – June 26, 2020 (CVB Budget Workshop), July 15, 2020 (TDC Meeting) & August 7, 2020 (Elite Event Funding Program Application Review)**
- IV. **PUBLIC COMMENTS**
- V. **SUBCOMMITTEE REPORT - MARKETING SUBCOMMITTEE – Steve Hayes**
- VI. **MARKETING/SALES UPDATE**
 - i. **Rise to Shine Update – Leroy Bridges & Katie Bridges**
 - ii. **Sales Updates**
 1. **Meetings**
 2. **Leisure**
- VII. **DEPARTMENT REPORTS**

***All VSPC department reports on file at: partners.visitstpeteclearwater.com**
- VIII. **VSPC PRESIDENT & CEO REPORT – Steve Hayes**
 - A. **Tourism Economics Snapshot – July 2020**
 - B. **Pinellas County Bed Tax – July 2020**
 - C. **TDC Openings**
- IX. **BOARD MEMBER COMMENTS/DISCUSSIONS**
- X. **ADJOURNMENT**

**Next TDC Marketing Subcommittee Meeting:
Wednesday, November 18, 2020 – 9:00 am to 9:50 am**

**Next TDC Meeting:
Wednesday, October 21, 2020 – 10:00 am to 12:00 pm**