



**ST.PETE
CLEARWATER**

**PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL
MARKETING SUBCOMMITTEE
Zoom Webinar**

**When: September 16, 2020 10:00 AM Eastern Time
Topic: TDC Marketing Subcommittee Meeting**

**Please visit website below to access meeting:
VisitSPC.com/TDC**

**September 16, 2020
9:00am TO 10:00am**

- I. CALL TO ORDER/ROLL CALL – Chair Pat Gerard**
- II. CHAIR COMMENTS – Chair Pat Gerard**
- III. APPROVAL OF TDC MINUTES – July 15, 2020**
- IV. MARKETING UPDATES & OVERVIEWS**
 - A. Rise to Shine Campaign Update- Leroy Bridges, VP, Digital & Communications, VSPC & Katie Bridges, Sr. Advertising Manager, VSPC**
 - B. Next Phases**
 - C. Sales Overview**
 - i. Meetings – Suzanne Hackman, VP, Business Development, VSPC**
 - ii. Leisure – Rosemarie Payne, Director, VSPC**
- V. ADJOURNMENT**

MEMBERS:

**Russ Kimball
Doreen Moore
Mayor Julie Ward Bujalski
Mike Williams
Rick Kriseman
Tony Satterfield**

**Next TDC Marketing Subcommittee Meeting:
Wednesday, November 18, 2020 – 9:00 am to 10:00 am**