



**PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL
Zoom Webinar**

When: October 21, 2020 10:00 AM Eastern Time

Topic: TDC Meeting

Please visit website below to access meeting:

VisitSPC.com/TDC

TDC Meeting Agenda

October 21, 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 – August 19, 2020 & September 16, 2020**
- IV. **PUBLIC COMMENTS**
- V. **SUBCOMMITTEE REPORT - FINANCE SUBCOMMITTEE – Steve Hayes, VSPC President & CEO**
- VI. **SUPERBOWL LV DISCUSSION – Steve Hayes**
- VII. **MARKETING UPDATE – Leroy Bridges, VP Digital & Communications & Katie Bridges, Sr. Advertising Manager**
 - i. **Current effort**
 - ii. **Future Direction**
- VIII. **VSPC PRESIDENT & CEO REPORT – Steve Hayes**
 - A. **Tourism Economics Snapshot – August 2020**
 - B. **Pinellas County Bed Tax – August 2020**
- IX. **DEPARTMENT REPORTS**

***All VSPC department reports on file at: partners.visitstpeteclearwater.com**
- X. **BOARD MEMBER COMMENTS/DISCUSSIONS**
- XI. **ADJOURNMENT**

Next TDC Finance Subcommittee Meeting:

Wednesday, December 16, 2020 – 9:00 am to 9:50 am – Pinellas County Extension – Magnolia Room – 12520 Ulmerton Rd. Largo

Next TDC Meeting:

Wednesday, November 18, 2020 – 10:00 am to 12:00 pm - Pinellas County Extension – Magnolia Room – 12520 Ulmerton Rd. Largo