



**ST.PETE
CLEARWATER**

**PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL
MARKETING SUBCOMMITTEE
Pinellas County Cooperative Extension – Magnolia Room
12520 Ulmerton Rd. Largo**

**November 18, 2020
11:00 am TO 12:00 pm**

- I. CALL TO ORDER/ROLL CALL – Chair Pat Gerard**
- II. CHAIR COMMENTS – Chair Pat Gerard**
- III. APPROVAL OF TDC MINUTES – September 16, 2020**
- IV. MARKETING UPDATES & OVERVIEWS**
 - A. Research Discussion - Leroy Bridges, VP, Digital & Communications**
 - B. Digital & Communications Updates - Leroy Bridges, VP, Digital & Communications**
 - C. Advertising/Promotions Updates - Katie Bridges, Sr. Advertising Manager**
 - D. Sales Updates**
 - i. Meetings – Suzanne Hackman, VP, Business Development**
 - ii. Leisure – Rosemarie Payne, Director**
- V. ADJOURNMENT**

MEMBERS:

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

***Next TDC Marketing Subcommittee Meeting: Immediately following the regular TDC Meeting.
Wednesday, January 20, 2021 – 11:00 am to 12:00pm***