



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

**TDC Meeting Agenda  
January 20, 2021  
9:00 A.M. TO 12:00 P.M.**

- I. CALL TO ORDER/PLEDGE/ROLL CALL – Chair Dave Eggers**
- II. CHAIR COMMENTS – Chair Dave Eggers**
- III. APPROVAL OF TDC MINUTES – December 16, 2020 (Have not received yet)**
- IV. PUBLIC COMMENTS**
- V. TOURISM INDUSTRY UPDATES**
  - a) St. Pete-Clearwater International Airport – Tom Jewsbury, Executive Director**
  - b) Creative Pinellas – Barbara St. Clair, CEO**
  - c) The James Museum of Western & Wildlife Art – Tom James, Founder & Chairman; Laura Hine, Executive Director**
- VI. MARKETING UPDATES**
  - a) Current Advertising Programs**
  - b) Messaging around Busy Season**
- VII. DEPARTMENT UPDATES**
  - a) DEPARTMENT REPORTS: *All VSPC department reports on file at:*  
[partners.visitstpeteclearwater.com](http://partners.visitstpeteclearwater.com)**
- VIII. VSPC PRESIDENT & CEO REPORT – Steve Hayes**
  - a) Tourism Strategic Plan Discussion**
  - b) Economic Snapshot**
  - c) General Comments**
- IX. BOARD MEMBER COMMENTS/DISCUSSIONS**
- X. ADJOURNMENT:**

**Next TDC Meeting:**

- **Wednesday, February 17, 2021: 9:00 am to 12:00 pm** at the Pinellas County Extension – Magnolia Room – 12520 Ulmerton Rd. Largo