



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

**TDC Meeting Agenda
December 16, 2020
9:00 A.M. TO 12:00 P.M.**

- I. CALL TO ORDER/ROLL CALL – Chair Pat Gerard**
- II. CHAIR COMMENTS – Chair Pat Gerard**
- III. APPROVAL OF TDC MINUTES – November 18, 2020**
- IV. PUBLIC COMMENTS**
- V. FINANCE UPDATES**
 - a) Approval of Finance Subcommittee Minutes from 10-21-2020**
 - b) Latest Financial Report – Steve Hayes**
 - c) Capital Funds Program – Jim Abernathy, OMB**
- VI. DEPARTMENT UPDATES**
 - a) Digital & Communications: Leroy Bridges, VP Digital & Communications**
 - b) Advertising: Katie Bridges, Sr. Advertising Manager**
 - c) DEPARTMENT REPORTS: *All VSPC department reports on file at:*
partners.visitstpeteclearwater.com**
- VII. VSPC PRESIDENT & CEO REPORT – Steve Hayes**
 - a) Tourism Strategic Plan Discussion**
 - b) Economic Snapshot**
- VIII. BOARD MEMBER COMMENTS/DISCUSSIONS**
- IX. ADJOURNMENT**

Next TDC Meeting:

- **Wednesday, January 20, 2021: 9:00 am to 12:00 pm** at the Pinellas County Extension – Magnolia Room – 12520 Ulmerton Rd. Largo