



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

TDC Meeting Agenda
March 17, 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 – February 17, 2021**
- IV. PUBLIC COMMENTS**
- V. TOURISM INDUSTRY UPDATES**
 - a) Visit Florida – Jen Carlisle, Regional Partnership Manager, Central
- VI. MARKETING UPDATES**
 - a) Rise to Shine Update – Katie Bridges – Sr. Advertising Manager
 - b) Digital & Communication Update – Leroy Bridges, VP Digital & Communications
 - c) Research Supporting Summer/Fall Timing & Messaging – Leroy Bridges, VP Digital & Communications
- VII. DEPARTMENT UPDATES**
 - a) FY 2022 Elite Events Process & Guidelines – Tim Ramsberger, COO
 - b) Large Scale Special Events Report - Tim Ramsberger, COO
 - c) DEPARTMENT REPORTS: *All VSPC department reports on file at: partners.visitstpeteclearwater.com*
- VIII. VSPC PRESIDENT & CEO REPORT – Steve Hayes**
 - a) TDC Bylaws – Michael Zas, Managing Assistant County Attorney
 - b) Key Destination Metrics – Steve Hayes – More reports available in our [Reporting Portal](#) - **(Works best if opened with Chrome)**
 - c) General Comments
- IX. BOARD MEMBER COMMENTS/DISCUSSIONS**
- X. ADJOURNMENT:**

Next TDC Meeting:

- **Wednesday, April 21, 2021: 9:00 am to 1:30pm CVB Budget Meeting & Working Lunch** at the Pinellas County Extension – Magnolia Room – 12520 Ulmerton Rd. Largo