



**ST.PETE  
CLEARWATER**

**PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL  
Communications Building – Palm Room  
333 Chestnut, Clearwater**

**Meeting Agenda  
March 16, 2022  
9:00 a.m. – 12:00 p.m.**

- I. CALL TO ORDER/ROLL CALL – Chair Charlie Justice**
- II. CHAIR COMMENTS – Chair Charlie Justice**
- III. APPROVAL OF TDC MINUTES – February 16, 2022**
- IV. PUBLIC COMMENTS**
- V. INDUSTRY PRESENTATIONS**
  - a. Marketing Partner Presentation – Media Strategy for 3<sup>rd</sup>/4<sup>th</sup> Quarters 2022 – Carmen Boyce, BVK and Scott Bacon, Miles Partnership
- VI. CAPITAL FUNDING PROGRAM GUIDELINES DISCUSSION – Steve Hayes, VSPC**
  - a. Previously Discussed Changes from October 2021 Meeting
  - b. Discussion on Additional changes/additions for consideration
  - c. Next Steps
- VII. VSPC PRESIDENT & CEO REPORT – Steve Hayes**
  - a. Destination Metrics
  - b. General Comments
- VIII. DEPARTMENT UPDATES**
  - a. DEPARTMENT REPORTS: [View VSPC department reports](#)
- IX. BOARD MEMBER COMMENTS/DISCUSSIONS**
- X. ADJOURNMENT**

**Next TDC Meeting / CVB Budget Workshop Meeting:** Wednesday, April 20, 2022: 9:00 A.M to 2:00 P.M. at the Communications Building – Palm Room - 333 Chestnut St. Clearwater, FL.