



**ST.PETE  
CLEARWATER**

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

Meeting Agenda  
August 17, 2022  
9:00 a.m. to 12:00 p.m.

- I. CALL TO ORDER/ROLL CALL – Chair Charlie Justice
- II. CHAIR COMMENTS – Chair Charlie Justice
- III. APPROVAL OF TDC MINUTES – June 21, 2022 \* **Action Required**
- IV. PUBLIC COMMENTS
- V. CAPITAL PROGRAM DISCUSSION
  - a. Introduction of Crossroads Consulting
  - b. Discussion Areas
    - i. Definitions
    - ii. Funding Standards
    - iii. Evaluation Process
    - iv. Rating Criteria
    - v. Future discussion with BCC on the Tourist Development Plan (November)
- VI. ARTS PLAN DISCUSSION
  - a. Cultural Plan and Co-op Marketing Program
- VII. DEPARTMENT UPDATES
  - a. Advertising/Marketing Update - Katie Bridges, Senior Advertising Manager (VSPC) and Carmen Boyce (BVK)
  - b. Public Relations Update – Mackenzie Comerer, Senior Media Relations Manager (VSPC)
  - c. DEPARTMENT REPORTS: All VSPC department reports on file at [partners.visitstpeteclearwater.com](http://partners.visitstpeteclearwater.com)
- VIII. VSPC PRESIDENT & CEO REPORT – Steve Hayes
- IX. BOARD MEMBER COMMENTS/DISCUSSIONS
- X. ADJOURNMENT

Next TDC Meeting: **Wednesday, September 21, 2022, 9:00 A.M to 12:00 P.M.** at the Communications Building – Palm Room - 333 Chestnut St. Clearwater, FL.