



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

Meeting Agenda  
September 21, 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 – August 17, 2022 \* **Action Required**
- IV. PUBLIC COMMENTS
- V. DEPARTMENT UPDATES
  - a. Public Relations Update – Mackenzie Comerer, Senior Media Relations Manager (VSPC)
  - b. Research Presentation of Q2 Visitor Profile and the latest Ad Effectiveness Study – Destination Analysts
  - c. FY 2023 Media Update - Katie Bridges, Senior Advertising Manager (VSPC) and Carmen Boyce (BVK); Eddie Kirsch, Digital Producer (VSPC) and Scott Bacon (Miles Partnership)
  - d. DEPARTMENT REPORTS: All VSPC department reports on file at [partners.visitstpeteclearwater.com](http://partners.visitstpeteclearwater.com)
- VI. CAPITAL PROGRAM DISCUSSION \***Action Required**
  - a. Review of Revamped Guidelines
- VII. VSPC PRESIDENT & CEO REPORT – Steve Hayes
  - a. Finance Report
  - b. Destination Metrics Review
  - c. TDC Vacancies
- VIII. BOARD MEMBER COMMENTS/DISCUSSIONS
- IX. ADJOURNMENT

Future Meetings:

**Wednesday, October 26, 2022, 9:00 A.M to 12:00 P.M.** at the Communications Building – Palm Room - 333 Chestnut St. Clearwater, FL. **(DATE CHANGE)**

**Thursday, November 10, 2022, 9:00 A.M. to 12:00 P.M.** – **Joint BCC/TDC Meeting**, Location to be Announced