



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

Meeting Agenda
May 18, 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 – April 21, 2021 (Not received yet)**
- IV. PUBLIC COMMENTS**
- V. SALES & MARKETING UPDATES**
 - a. Destination Analysts Quarterly Report – Erin Francis-Cummings, President
 - b. Digital/Communications Update – Leroy Bridges, VP of Digital & Communications
 - c. Advertising Update – Katie Bridges, Senior Advertising Manager
 - d. National Travel & Tourism Week Recap – Kristin Coryn, Community Relations Manager
 - e. Public Relations Recap - Mackenzie Comerer, Senior Media Relations Manager
- VI. DEPARTMENT UPDATES**
 - a. DEPARTMENT REPORTS: All VSPC department reports on file at partners.visitstpeteclearwater.com
- VII. VSPC PRESIDENT & CEO REPORT – Steve Hayes**
 - a. Key Destination Metrics – Steve Hayes: more reports available in our [Reporting Portal](#)
 - b. Elite Events Applications/Workshop – June 11, 2021
 - c. Strategic Plan Update
 - d. Legislative Recap
 - e. General Comments
- VIII. BOARD MEMBER COMMENTS/DISCUSSIONS**
- IX. ADJOURNMENT**

Next TDC Meeting:

Wednesday, June 23, 2021, 9:00 A.M. to 12:00 P.M. at the Pinellas County Cooperative Extension, 12520 Ulmerton Rd. Largo.