



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

Meeting Agenda
September 15, 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 – August 18, 2021**
- IV. PUBLIC COMMENTS**
- V. FY 22 Data Review and Creative Messaging Plan**
 - a. Destination Analyst – Erin Francis Cummings, President
 - b. Creative Partners (BVK-Carmen Boyce; Miles Partnership-Scott Bacon; VSPC-Leroy Bridges, VP of Digital & Communication; Katie Bridges, Senior Advertising 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. Workshops to be scheduled
 - FY 22 Capital Program – set for October 20, 2021 following the TDC meeting
 - Joint BCC/TDC Meeting – set for November 4, 2021 at 9:00 a.m.
 - FY 23 Elite Events – set for November 17, 2021 following the TDC meeting
 - b. General Comments
- VIII. BOARD MEMBER COMMENTS/DISCUSSIONS**
- IX. ADJOURNMENT**

Next TDC Meeting:

Wednesday, October 20, 2021, 9:00 A.M. to 1:00 P.M. at the Pinellas County Cooperative Extension, 12520 Ulmerton Rd. Largo.