



**ST.PETE
CLEARWATER**

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

Meeting
May 18, 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 – April 20, 2022
- IV. PUBLIC COMMENTS
- V. STRATEGIC PLAN PRESENTATION – Robert Allen, HCP Associates
- VI. DEPARTMENT UPDATES
 - a. FY 2023 Budget – Overall Budget & Decision Packages
 - b. Advertising & Promotions – “Unwind and Be Kind” Campaign, Katie Bridges, Senior Advertising Manager
 - c. Community & Brand Engagement – National Travel & Tourism Week Recap, Kristin Coryn, Community Relations Manager
 - d. DEPARTMENT REPORTS: All VSPC department reports on file at partners.visitsstpeteclearwater.com
- VII. VSPC PRESIDENT & CEO REPORT – Steve Hayes
- VIII. BOARD MEMBER COMMENTS/DISCUSSIONS
- IX. ADJOURNMENT

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

- ***Due to a conflict with the BCC Budget Information Sessions our TDC meeting in June has a different day and date.***