# PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL

Communications Building – Palm Room

333 Chestnut, Clearwater

## Meeting Agenda

February 21, 2024

9:00 a.m. to 12:00 p.m.

1. CALL TO ORDER/ROLL CALL – Chair Kathleen Peters
2. CHAIR COMMENTS – Chair Kathleen Peters
3. APPROVAL OF TDC MINUTES – January 17, 2023 **\* Action Required**
4. PUBLIC COMMENTS
5. PRESENTATIONS
   1. Capital Funding Presentation – Kylie Diaz, Vice President of Community Engagement
   2. Destination Metrics – Eddie Kirsch, Director of Digital
   3. Advertising Update – Katie Bridges, Director of Advertising & Promotions
   4. Meetings & Conventions Update – Hortensia Simmons, Senior Sales Manager
   5. WWE Royal Rumble Update – Brian Lowack, President/CEO
6. VSPC PRESIDENT & CEO UPDATE: Brian Lowack
   1. Dune Restoration
   2. Coffee Chat with the CEO
   3. Gulf to Bay Training
   4. Florida Tourism Day Tallahassee
   5. Finance Report
7. BOARD MEMBER COMMENTS/DISCUSSIONS
8. ADJOURNMENT

Next TDC Meeting: **March 20, 2024, 9:00 am -** Communication’s Building – Palm Room - 333 Chestnut St. Clearwater, FL.