

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL  
FINANCE SUBCOMMITTEE MEETING  
October 21, 2020

Some members of the Pinellas County Tourist Development Council (TDC), as created under Pinellas County Ordinance 78-20 pursuant to Section 125.0104, Florida Statutes, met as a subcommittee virtually via Zoom on this date at 9:00 A.M. with the following members present:

Pat Gerard, BCC Chair, Chair  
Phil Henderson, Jr.  
Mayor Frank Hibbard, City of Clearwater  
Charles Prather, The Birchwood Inn  
Trisha Rodriguez, Clearwater Ferry  
Anthony Satterfield, Alden Suites  
Mike Williams, Innisbrook

Others Present:

Steve Hayes, Visit St. Pete/Clearwater (VSPC) President and CEO  
Tim Ramsberger, Chief Operating Officer  
Teri Tuxhorn, Administrative Director  
Leroy Bridges, Vice-President, Digital & Communications  
Liz McCann, Executive Administrative Assistant  
Teresa Ribble

AGENDA

- I. CALL TO ORDER/ROLL CALL – Chair Pat Gerard
- II. PUBLIC COMMENTS
- III. APPROVAL OF MINUTES August 19, 2020
- IV. BUDGET – Steve Hayes, President & CEO, VSPC
  - A. FY 20 Revenues UPDATE
  - B. FY 20 Expenses UPDATE
- V. MEETING ADJOURNMENT

FINANCE SUBCOMMITTEE MEMBERS:

Mayor Frank Hibbard, City of Clearwater  
Charles Prather, The Birchwood Inn  
Trisha Rodriguez, Clearwater Ferry  
Anthony Satterfield, Alden Suites  
Mike Williams, Innisbrook

NEXT FINANCE UPDATE MEETING WILL BE PART OF THE REGULAR TDC MEETING:

December 16, 2020 – Pinellas County Extension – Magnolia Room – 12520 Ulmerton Rd. Largo

CALL TO ORDER/ROLL CALL

Chair Gerard called the meeting to order at 9:00 A.M. At her request, those in attendance introduced themselves.

PUBLIC COMMENTS – There were no public comments.

APPROVAL OF MINUTES – Minutes from the August 19, 2020 meeting motioned by Mr. Williams and seconded by Mayor Hibbard, unanimously approved.

BUDGET

FY20 UPDATES-

- Mr. Hayes shared the CVB September 2020 Budget Report with the group. Mr. Hayes mentioned that the FY2020 Books are not closed yet, we are at 42.5 million to date and still have 1 more month to collect. There were no questions from the committee about the resources.
- Mr. Hayes reported the CVB is under budget in Personal Services due to vacancies and job positions not being currently filled.
- The CVB is under budget on Operating Expenses because there has been little to nothing on travel, training and education, due to the pandemic, as many events were cancelled.
- There is an overbudget in the Credit Card Fees/Vacancy Advertisements due to the search and hiring for the Director of the CVB.
- The PC Purchases Under \$1000 is also over budget due to the need to purchase equipment so staff could work from home.
- In the Associations/Memberships category, there is also an over budget, due to the membership for US Travel which was previously housed in the Promotions category and moved to the current category.
- The Capital Outlay/Equipment/PC's over \$1000 is due to updating the current computers used by staff in the office.
- Mr. Williams asked if there were any critical positions that should be filled? Mr. Bridges replied that he had indeed hired Eddie Kirsch as the new Digital Producer and his start date will be on November 16, 2020.
- Mr. Satterfield asked if Mr. Hayes had any updates regarding future travel, gatherings and possible personal meetings such as IPW? Mr. Hayes responded that with the current Connect Show that happened in Orlando, their results may very well dictate how gatherings may look like in the future.
- Mr. Prather asked about the Elite Events and the money that was in the balance? Mr. Hayes explained that any monies not used, that was budgeted for the FY19/20 will be rolled into the fund balance for next year.

- Mr. Hayes mentioned that the CVB is working with Destinations International who will provide the CVB with a “forecast” for next year. This will be further discussed during the TDC meeting coming up next.
- Mr. Hayes asked the group for their feedback on the allocated time put aside for both the Finance and Marketing Subcommittees? Did they like having the meeting before the regular TDC meeting? The group unanimously agreed the Subcommittees should continue. Mr. Hayes suggested adding it as an item to the Regular TDC Agenda would give the members of the TDC an opportunity for all to be updated. Mr. Hayes thanked the subcommittee for their feedback and stated for the December TDC Meeting, the Latest Finance Report will be an item on the agenda.

Meeting was adjourned @ 9:37am.