

Tourist Development Council (TDC) Marketing Subcommittee Charter

A. Purpose

- To add and preserve a level of transparency to the marketing program, the Marketing Subcommittee shall provide oversight of both the traditional and digital marketing programs managed by the Visit St. Petersburg Clearwater (VSPC) staff. Oversight shall come in the form of current marketing performance, proposed new markets, sports marketing, and budget review/input.
- Specific oversight will be provided to the use of marketing opportunity funds.
- This subcommittee has no approval authority but can make recommendations to the TDC.

B. Committee Membership and Term Limits

- The TDC Chair shall sit and chair this subcommittee.
- The Chair has authority to appoint and reassign members at his/her discretion.
- There is no maximum or minimum number of members.
- There are no member term limits
- The TDC can terminate this committee with a simple majority vote.
- Changes/revisions to this committee charter requires a TDC simple majority vote.

C. Meetings and Quorum Requirement

- Meetings are open to the public and will be publicly noticed, usually in conjunction with regular TDC meetings.
- A solicitation for public comment is not required, but the Board may solicit public comment at his/her discretion.
- There is no quorum requirement for this meeting
- Notes will be taken by VSPC staff and meeting minutes will be distributed.
- Meeting Agendas will be provided in advance, usually in conjunction with TDC Meeting Agenda. A Meeting Agenda can be provided separately from TDC Meeting Agendas, as necessary.

D. Opportunity Fund Review Guidelines

- For opportunities in an amount less than \$50K, the VSPC President & CEO is authorized to expend funds without the oversight of this committee.
- For opportunities in the amount of \$50K or more, the committee shall review and provide direction to the VSPC President & CEO.
- For time sensitive opportunities in any amount within the budget line item, the VSPC President & CEO is authorized to expend funds and report back to this committee at the next scheduled meeting for ratification.