

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL

June 20, 2018

The Pinellas County Tourist Development Council (TDC), as created under Pinellas County Ordinance 78-20 pursuant to Section 125.0104, Florida Statutes, met in work session in the Clerk's Fourth Floor Conference Room, 315 Court Street, Clearwater, Florida, on this date at 10:40 A.M. with the following members present:

Kenneth T. Welch, BCC Chairman, Chair
Doug Bevis, City of Oldsmar Mayor
Timothy Bogott, TradeWinds Island Resorts
Jen Carlisle, Clearwater Marine Aquarium
George Cretekos, City of Clearwater Mayor
Charlie Gerdes, City of St. Petersburg Councilmember
Phil Henderson, Jr., StarLite Cruises
Joanne "Cookie" Kennedy, City of Indian Rocks Beach Mayor
Anthony Satterfield, Alden Suites
Eric Waltz, Sandpearl Resort

Not Present

Russ Kimball, Sheraton Sand Key Resort, Vice-Chair
Trisha Rodriguez, Clearwater Ferry

Others Present

David Downing, Visit St. Petersburg/Clearwater (VSPC) President and CEO
Tim Ramsberger, Chief Operating Officer
Teri Tuxhorn, Administrative Director
Craig Campbell, Senior Activation and Promotion Manager
Sarah Kirchberg, Senior Business Development Manager
Liz McCann, Executive Administrative Assistant
Dave Eggers, County Commissioner
Charlie Justice, County Commissioner
Janet C. Long, County Commissioner
Karen Williams Seel, County Commissioner
Paul Sacco, Assistant County Administrator
James Abernathy, Office of Management and Budget
Michael Zas, Managing Assistant County Attorney
Dennis Long, Consultant
Brad Miller, Pinellas Suncoast Transit Authority (PSTA) CEO
Other Interested Individuals
Michael Schmidt, Board Reporter, Deputy Clerk

Agenda

- I. CALL TO ORDER/ROLL CALL – Chair Kenneth T. Welch
- II. CHAIR COMMENTS
- III. COUNTY ATTORNEY REPORT – Statutory Updates – Michael A. Zas
- IV. TDT FUNDING DISCUSSION
 - A. Elite Event Funding
 - i. Current Guidelines
 - ii. Other Funding
 - B. Office of Management and Budget’s Capital Project Funding Program Analysis
 - C. Capital Projects Funding – Dennis Long
 - D. Bed Tax Review – Changes/Uses
- V. BOARD MEMBER COMMENTS
- VI. ADJOURNMENT

All documents and presentations provided to the Clerk’s Office have been made a part of the record.

CALL TO ORDER/ROLL CALL

Chair Welch called the meeting to order at 10:40 A.M. At his request, those in attendance introduced themselves.

CHAIR COMMENTS

Chair Welch stated that he had shared all of his comments during the preceding regular meeting.

COUNTY ATTORNEY REPORT – NONE

TOURIST DEVELOPMENT TAX (TDT) FUNDING DISCUSSION

Elite Event Funding

Chair Welch introduced the item, relating that during earlier discussions regarding the Elite Event funding process, the members had posed questions regarding how it could be improved; whereupon, referring to a document titled *Elite Event Work Session Discussion Topics*, the members engaged in conversation regarding the following matters:

1. Sunset of Funding
2. Can an applicant obtain Elite Event Program Funding and Supplemental Funding concurrently?
3. Pixels
4. Consider definition/prohibition of funding event *operating* expenses
5. Use of Funds: Producing Event versus Marketing Event
6. Should funding be limited to recurring events versus one-off events?
7. If events are giving money to charities, do they need TDT funding?
8. Who should bear the costs associated with surveys/intercepts?

Mr. Bogott related that there had been confusion regarding the Elite Event program concerning the sunseting process, and in response to his comments and queries, Councilmember Gerdes and Mr. Satterfield provided historical background information regarding the program; whereupon, with input by Attorney Zas and Messrs. Downing and Ramsberger, the members engaged in extensive discussion regarding the following:

Tourism	Review and scoring process
Room nights	Opportunities for new events
State Legislature	Advertising and sponsorships
Contract negotiations	Graduating to another program
Alternate funding paths	Continual process improvement
Value for dollars spent	Strategic marketing partnerships
Marketing expenditures	Responsibilities of CVB and TDC
Return on investment	Authority of Chief Executive Officer
Reporting of metrics	Marketing versus operating expenses
Funding mechanisms	Consistent communications to partners
Blue Ocean Strategy	Production versus marketing of an event
Performance measures	Funding availability and program eligibility
Program administration	Impactful events not meeting Elite Event criteria

Mr. Long provided additional historical information regarding current and prior funding programs. He discussed the prospect of establishing a third category to accommodate impactful events that do not meet present guidelines, such as the Martin Luther King, Jr. Dream Big Parade in St. Petersburg; whereupon, at the request of the Chair, Messrs. Long and Ramsberger agreed to return with options for the creation of a new category.

Discussion ensued on the remaining work session topics, including the pixel issue, recurring versus one-off events; applicants who request funding while donating to charities, and who should bear the costs associated with surveys and intercepts.

Office of Management and Budget's Capital Project Funding Program Analysis

Mr. Abernathy referred to a chart titled *Tourist Development Tax Fund–Capital Funding Program, FY18-FY23* and provided an overview of the document. In response to comments and queries by Chair Welch, he presented general and financial information and discussed operating reserves, projected revenues, funding limitations, capital projects, target reserve levels, and similar matters, and Commissioner Seel provided input.

In response to queries by Councilmember Gerdes and Mr. Bogott, Mr. Abernathy related that no sixth-cent funding has been set aside for a potential Tampa Bay Rays stadium in the City of St. Petersburg since there has been no commitment or request from the team, and Chair Welch and Commissioner Justice provided input; whereupon, Attorney Zas provided information regarding the current funding agreement and the use of bonding to spread out commitments, and Mr. Satterfield discussed the importance of having a reserve strategy.

Capital Projects Funding Program Guidelines

Mr. Long provided historical information and discussed revisions to the guidelines which had been approved by the County Commission in December 2017. He related that following conversations with the Purchasing Department and input by consultant Jones Lang LaSalle, he integrated additional revisions; whereupon, referring to a document titled *Capital Projects Funding Program Guidelines*, he reviewed the changes.

In response to comments and queries by the members, Mr. Long provided a timeframe for review and approval of the guidelines document, discussed the County Policy of *pay as you go*, and presented information regarding the Philadelphia Phillies request, relating that it would go before the County Commission for conceptual approval; whereupon, he provided additional information with respect to Elite Event scoring, and discussion ensued.

Bed Tax Review

This item was not addressed.

MEMBER COMMENTS – NONE

ADJOURNMENT

The meeting was adjourned at 1:22 P.M.