



PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL

Communications Building – Palm Room
333 Chestnut, Clearwater

Meeting Agenda
March 20, 2024
9:00 a.m. to 12:00 p.m.

- I. CALL TO ORDER/ROLL CALL – Chair Kathleen Peters
- II. CHAIR COMMENTS – Chair Kathleen Peters
- III. APPROVAL OF TDC MINUTES – February 21, 2024 * **Action Required**
- IV. PUBLIC COMMENTS
- V. PRESENTATIONS
 - a. Arts Study: Randy Cohen, VP of Research, Americans for the Arts
 - b. Public Relations Update: Jason Latimer, Director of Public Relations
 - c. Elite Funding: Kylie Diaz, VP of Community Engagement, and Craig Campbell, Director
 - d. Destination Metrics: Eddie Kirsch, Director of Digital & Data
 - e. Symphony Data Dashboard: Zeek Coleman, Vice President, Americas at Tourism Economics
- VI. VSPC PRESIDENT & CEO UPDATE: Brian Lowack
 - a. Finance Report
- VII. BOARD MEMBER COMMENTS/DISCUSSIONS
- VIII. ADJOURNMENT

Next TDC Meeting: **April 17, 2024, 9:00 am** - Communication's Building – Palm Room - 333 Chestnut St. Clearwater, FL.