



PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL
Communications Building – Palm Room
333 Chestnut, Clearwater

Meeting Agenda
August 16, 2023
9:00 a.m. to 12:00 p.m.

- I. CALL TO ORDER/ROLL CALL – Chair Janet Long
- II. CHAIR COMMENTS – Chair Janet Long
- III. APPROVAL OF TDC MINUTES – July 19, 2023 * **Action Required**
- IV. PUBLIC COMMENTS
- V. PRESENTATIONS
 - a. Marketing Strategy Update: Katie Bridges, Sr. Advertising Manager, Carmen Boyce, BVK; Digital FY23-24 Update: Scott Bacon, Miles Partnership
 - b. From Visitors With Love Update: Craig Campbell, Director, Brand Activations
 - c. Resident Study and Strategic Plan Update: Sean Coniglio, HCP
 - d. Cultural Plan Update: Barbara St. Clair, Creative Pinellas
 - e. Destination Metrics: Eddie Kirsch, Digital Producer
- VI. VSPC PRESIDENT & CEO UPDATE: Brian Lowack
- VII. BOARD MEMBER COMMENTS/DISCUSSIONS
- VIII. ADJOURNMENT

Next TDC Meeting: **October 18, 2023, 9:00am** - Communication's Building – Palm Room - 333 Chestnut St. Clearwater, FL.