



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

Meeting Agenda
October 18, 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 – August 16, 2023 ***Action Required**
- IV. PUBLIC COMMENTS
- V. INDUSTRY PRESENTATION
 - a. Rays Update – Barry Burton – County Administrator
 - b. Allegiant Airlines – Scott DeAngelo, Executive Vice President & CMO
- VI. DEPARTMENT UPDATES
 - a. Global Travel – Recap Brazil Sales Mission – Andrea Gabel, Sr. Sales Manager
 - b. Ad Effectiveness Survey – Future Partners
 - c. Marketing Plan – Katie Bridges, Senior Advertising Manager
 - d. Destination Metrics – Eddie Kirsch, Director, Digital & Data
 - e. Beach Renourishment – Brian Lowack, Interim President & CEO
 - f. DEPARTMENT REPORTS: All VSPC department reports on file at <https://partners.visitstpeteclearwater.com/>
- VII. BOARD MEMBER COMMENTS/DISCUSSIONS
 - a. New Business
- VIII. ADJOURNMENT