



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

Meeting Agenda
January 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 – December 21, 2022 * **Action Required**
- IV. PUBLIC COMMENTS
- V. INDUSTRY PRESENTATION
 - a. St. Pete/Clearwater International Airport (PIE) Presentation – Jeff Clauss, Director of Air Service Development & Marketing; Jacqui Hartnett, President of Starmark
- VI. DEPARTMENT UPDATES
 - a. Advertising Updates – Katie Bridges, Sr. Advertising Manager (VSPC) & Carmen Boyce, Account Manager (BVK)
 - b. Global Travel Update – Rosemarie Payne, Directory of Leisure Travel (VSPC)
 - c. DEPARTMENT REPORTS: All VSPC department reports on file at partners.visitstpeteclearwater.com
- VII. VSPC PRESIDENT & CEO REPORT – Steve Hayes
 - a. Destination Metrics
 - b. Joint BCC/TDC Meeting Reschedule – February 28, 2023
 - d. 2023 TDC Meeting Schedule - Finalized
 - c. Employee Recognition: Tracey Nix – 5-year anniversary
- VIII. BOARD MEMBER COMMENTS/DISCUSSIONS
- IX. ADJOURNMENT

Next TDC Meeting: **Wednesday, February 15, 2023**, at the Communications Building – Palm Room - 333 Chestnut St. Clearwater, FL.