



**ST.PETE
CLEARWATER**

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL

**315 Court Street, 5th Floor Assembly Room
Clearwater, FL 33758**

**September 18, 2019
9AM – 11AM**

Agenda

- I. CALL TO ORDER/ROLL CALL – Chair Karen Seel**
- II. CHAIR COMMENTS**
- III. APPROVAL OF TDC MINUTES – August 21, 2019 TDC Meeting**
- IV. PUBLIC COMMENTS**
- V. COUNTY ATTORNEY REPORT – Michael A. Zas, Managing Assistant County Attorney**
- VI. PRESENTATIONS**
 - A. VISIT TAMPA BAY – Santiago Corrada, President & CEO, Visit Tampa Bay**
- VII. DEPARTMENT REPORTS**
 - A. Latin America- Ana Fernandez, Director**
 - B. Brazil – Andrea Gabel, Senior Sales Manager, Brazil**

***All VSPC department reports on file at: partners.visitstpeteclearwater.com**
- VIII. Capital Projects Funding Program Review and Recommendation**
- IX. VSPC INTERIM PRESIDENT & CEO REPORT – Paul Sacco**
 - A. Tourism Economics Snapshot – July 2019**
 - B. Pinellas County Bed Tax – July 2019**
- X. BOARD MEMBER COMMENTS**
- XI. ADJOURNMENT**

Next TDC Meeting: October 16, 2019

Marketing Subcommittee meeting to follow regular TDC meeting on the 4th floor, Clerk's Large Conference Room.

"If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you to the provision of certain assistance. Within two (2) working days of your receipt of this agenda please contact the Office of Human Rights, 400 S. Ft. Harrison Ave., Ste.300, Clearwater, FL 33756, (727) 464-4062 (V/TDD)."

Notice: "Persons are advised that, if they decide to appeal any decision made at this meeting/hearing, they will need a record of the proceedings and, for such purpose, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal; is to be based."

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL MARKETING SUBCOMMITTEE
315 Court Street, 4th floor, Clerk's Large Conference Room
Clearwater, FL 33758

September 18, 2019
11AM – 12PM

Agenda

- 1. General Guidelines**
- 2. Sports Marketing**
- 3. Destination Magazine vs. Concierge Handout**

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