



**PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL
Zoom Webinar**

When: Aug 19, 2020 10:00 AM Eastern Time

Topic: TDC Meeting

Please use link below to access meeting:

<https://partners.visitstpeteclearwater.com/event/tdc-meeting-august-2020/936>

TDC Meeting Agenda

August 19, 2020

10:00AM TO 12:00PM

- I. **CALL TO ORDER/ROLL CALL – Chair Pat Gerard**
- II. **CHAIR COMMENTS – Chair Pat Gerard**
- III. **APPROVAL OF TDC MINUTES – June 26, 2020 and July 15, 2020 TDC Meetings (Not available as of 8-14-20)**
- IV. **PUBLIC COMMENTS**
- V. **SUBCOMMITTEE REPORTS - FINANCE SUBCOMMITTEE – Steve Hayes**
- VI. **FY 21 ELITE EVENT FUNDING PROGRAM– Tim Ramsberger, COO VSPC**
- VII. **MARKETING UPDATE**
 - i. **Digital & Communications – Leroy Bridges**
 - ii. **Advertising – Katie Bridges**
- VIII. **DEPARTMENT REPORTS**

*All VSPC department reports on file at: partners.visitstpeteclearwater.com
- IX. **VSPC PRESIDENT & CEO REPORT – Steve Hayes**
 - A. **Tourism Economics Snapshot – June 2020**
 - B. **Pinellas County Bed Tax – June 2020**
- X. **BOARD MEMBER COMMENTS/DISCUSSIONS**
- XI. **ADJOURNMENT**

Next TDC Marketing Subcommittee Meeting:

Wednesday, September 16, 2020 – 9:00 am to 9:50 am

Next TDC Meeting:

Wednesday, September 16, 2020 – 10:00 am to 12:00 pm