

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL  
FINANCE SUBCOMMITTEE MEETING  
February 19, 2020

Some members of the Pinellas County Tourist Development Council (TDC), as created under Pinellas County Ordinance 78-20 pursuant to Section 125.0104, Florida Statutes, met as a subcommittee in the 4<sup>th</sup> Floor Clerks Large Conference Room, 315 Court Street, Fourth Floor, Clearwater, Florida, on this date at 9:00 A.M. with the following members present:

Pat Gerard, BCC Chair, Chair  
Phil Henderson, Jr., StarLite Cruises  
Charles Prather, The Birchwood Inn  
Trisha Rodriguez, Clearwater Ferry  
Anthony Satterfield, Alden Suites

***In attendance but not members of the Finance Subcommittee***

Joanne “Cookie” Kennedy, City of Indian Rocks Beach Mayor  
Doreen Moore, Travel Resort Services, Inc.  
Russ Kimball, Sheraton Sand Key Resort, Vice-Chair

Others Present:

Steve Hayes, Visit St. Pete/Clearwater (VSPC) President and CEO  
Tim Ramsberger, Chief Operating Officer  
Teri Tuxhorn, Administrative Director  
Leroy Bridges, Vice-President, Digital & Communications  
Liz McCann, Executive Administrative Assistant  
Jim Abernathy, OMB

Other Interested Individuals:

Kim Greenleaf, Executive Aide to Commissioner Eggers

Agenda

- I. CALL TO ORDER/ROLL CALL – Chair Pat Gerard
- II. APPROVAL OF MINUTES – No minutes, DRAFT Proposed Charter created
- III. VSPC BUDGET & FINANCE TEAM A. Introductions - Roles – Finance Process
  - i. Teri Tuxhorn, Administrative Director, VSPC
  - ii. Maria Hargrett, Accounting Manager, VSPC
  - iii. Jim Abernathy, Finance Management Analyst, OMB
- IV. COMMITTEE OVERVIEW – Steve Hayes, President & CEO, VSPC
  - A. Proposed Charter
  - B. Meeting schedule

## V. BUDGET & FINANCE – Steve Hayes, President & CEO, VSPC

A. FY 20 Revenues to date

B. FY 20 Expenses to date

### FINANCE SUBCOMMITTEE MEMBERS:

Chuck Prather, *The Birchwood*

Tony Satterfield, *Alden Suites*

Phil Henderson, *StarLiteCruises*

Trisha Rodriguez, *Clearwater Ferry*

### NEXT FINANCE SUBCOMMITTEE MEETING:

April 15, 2020 – 9:00am to 9:50am, 4th Floor Clerks Large Conference Room.

Regular TDC meeting will follow at 10:00am.

### CALL TO ORDER/ROLL CALL

Chair Gerard called the meeting to order at 9:00 A.M. At her request, those in attendance introduced themselves.

APPROVAL OF MINUTES – No minutes from the first meeting, a DRAFT Proposed Charter was created.

### VSPC BUDGET & FINANCE TEAM INTRODUCTIONS

- Teri Tuxhorn, Administrative Director, VSPC, introduced herself and gave a brief overview of her job description that includes the annual CVB Budget, contracts, tradeshow, sponsorships and the hiring process.
- Maria Hargrett, Accounting Manager, VSPC, introduced herself and mentioned any CVB expense or revenue goes through her and her department.
- Jim Abernathy, Budget Analyst, OMB, handles the projects and projected expenses with the CVB for current and next year's budgets.

### COMMITTEE OVERVIEW – Steve Hayes, President & CEO, VSPC

- Proposed Charter
  - Steve spoke about his vision for the subcommittee. His idea is to keep the members of the TDC informed of the resources the CVB has and manages.
  - To present every other month everything the CVB is doing and if the subcommittee members have any questions, they can be addressed at that meeting, or bring back the information at the next scheduled meeting.
  - Commissioner Gerard suggested to bring the CVB financial statements at least once a quarter to be reviewed and approved at those meetings.
  - Members of the subcommittee asked Steve if the financial statements could be more detailed. Members would like to see more details regarding the following:

- Expenditures, what does it cost to run the CVB and what does the CVB spend?
  - When and where are the expenses being used for Elite Events, Capital Projects, etc. and what is the ROI on those expenses?
  - Provide a bigger picture of what the CVB is spending money on and how much money does the CVB have left.
  - How is the money being spent?
  - More definition of how spending breaks down.
  - Detailed expenses broken down by department.
  - Provide a quarterly report that details expenses/revenues from:
    - Advertising
    - Digital Events
    - Elite Events
    - Direct Sales
- Jim Abernathy will provide an updated report on projects and projected funds for each Finance Subcommittee meeting.
  - Steve will provide a quick recap of what was discussed at the subcommittee meeting during the regular TDC meeting.

#### MEETING SCHEDULE

- The Finance & Marketing Subcommittees will take turns meeting every other month, from 9:00am to 9:50am in the Clerks Large Conference Room on the 4<sup>th</sup> floor, before the regularly scheduled TDC Meeting that is scheduled to begin at 10:00am.
- The schedule of the Finance Subcommittee and the Marketing Subcommittee was sent to all members of the TDC for their calendars.

The meeting was adjourned at 9:50 A.M.