



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

Meeting Agenda  
April 16, 2025  
9:00 a.m.

- I. CALL TO ORDER/ROLL CALL – Chair Brian Scott
- II. CHAIR COMMENTS – Chair Brian Scott
- III. APPROVAL OF TDC MINUTES – March 19, 2024 \* **Action Required**
- IV. PUBLIC COMMENTS
- V. PRESENTATIONS
  - a. UK Roadshow Update: Rose Payne, Director of Leisure, North America & Canada
  - b. Meetings Presentation: Hortensia Simmons, Meetings & Conventions Senior Sales Manager
  - c. Marketing Update: Steve Grimes, Chief Marketing Officer
  - d. Destination Metrics: Eddie Kirsch, Director of Digital & Data
- VI. VSPC PRESIDENT & CEO UPDATE: Brian Lowack
- VII. BOARD MEMBER COMMENTS/DISCUSSIONS
- VIII. ADJOURNMENT

Next TDC Meeting: **May 21, 2025, 9:00 am** - Communications Building – Palm Room - 333 Chestnut St. Clearwater, FL.