



PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL

Communications Building – Palm Room  
333 Chestnut, Clearwater

Meeting Agenda  
November 19, 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 –October 15, 2025 \* **Action Required**
- IV. PUBLIC COMMENTS
- V. PRESENTATIONS
  - a. Arts Tourism Program: Todd Wellman, Funding Director, Creative Pinellas, and Brian Lowack, President & CEO, VisitSPC
  - b. Capital Projects Revisions: Kylie Diaz, Vice President of Community Engagement
  - c. Tourist Development Plan Amendment: Brian Lowack, President & CEO
  - d. MLK Parade - Elite Event Funding: Craig Campbell, Director of Community & Brand Engagement
  - e. Destination Metrics: Eddie Kirsch, Director of Digital & Data
  - f. Marketing Update: Steve Grimes, Chief Marketing Officer
- VI. VSPC PRESIDENT & CEO UPDATE: Brian Lowack
- VII. BOARD MEMBER COMMENTS/DISCUSSIONS
- VIII. ADJOURNMENT

Next TDC Meeting: **December 17, 2025, 9:00 am** - Communication's Building – Palm Room - 333 Chestnut St., Clearwater, FL.