

**Belleair Beach**  
**Belleair Shore**  
**Clearwater**  
**Indian Rocks Beach**  
**Indian Shores**  
**Madeira Beach**



**North Redington Beach**  
**Redington Beach**  
**Redington Shores**  
**St. Pete Beach**  
**Treasure Island**

**Meeting Minutes**  
**August 30, 2017**

Mayor Bob Minning called the BIG C meeting to order at 9:00 a.m. at the **Clearwater** Sailing Center, followed by the Pledge of Allegiance, welcoming comments by Mayor Minning, Clearwater Mayor George Cretekos, and Clearwater Gas System Managing Director Chuck Warrington, and Roll Call.

**ROLL CALL** *(according to the sign-in sheet)*

**Present:**

Belleair Beach  
Belleair Shore  
Clearwater  
Indian Rocks Beach  
Indian Shores  
Madeira Beach  
North Redington Beach  
Redington Beach  
Redington Shores  
St. Pete Beach  
Treasure Island

Councilmember Pamela Gunn  
Mayor Robert E. Schmidt, Jr.  
Mayor George N. Cretekos  
Mayor RB Johnson  
Mayor Patrick Sorrano  
Mayor Maggi Black  
Mayor Bill Queen  
Mayor Nick Simons  
Mayor Bert Adams  
Mayor Alan Johnson  
Mayor Robert Minning

**Guest Speaker:**

Visit St. Pete/Clearwater

Tim Ramsberger

**Guests:**

Beach Newsletters  
City of Belleair Beach  
City of Belleair Beach  
Charter Communications  
City of Clearwater  
City of Clearwater  
City of Clearwater  
Clearwater Gas  
Clearwater Gas  
Clearwater Gas  
Clearwater Regional Chamber of Commerce  
State of Florida Department of Transportation  
Forward Pinellas  
Forward Pinellas  
Forward Pinellas  
Town of Indian Shores  
Town of Indian Shores  
Town of Indian Shores  
Pinellas County

Bob Griffin  
Vice Mayor Wanda Schwerer  
Councilmember Jewels Chandler  
Iris Gonzalez  
Councilmember Bob Cundiff  
Councilmember Bill Jonson  
Bill Horne  
Lisa Friday  
Chuck Warrington  
Rose Westerfield  
Darryl Henderson  
Bob Esposito  
Brett Burks  
Cookie Kennedy  
Sandra Cuddington  
Vice-Mayor Diantha Schear  
Councilor Mike Hackerson  
Councilor Bill Smith  
Commissioner Janet C. Long

Pinellas Suncoast Transit Authority  
Town of Redington Beach  
Town of Redington Beach  
Town of Redington Shores  
Saint Petersburg  
Sand Key Civic Association  
Tampa Bay Beaches Chamber of Commerce  
Tampa Bay Newspapers  
City of Treasure Island  
TI/Mad Beach Chamber of Commerce  
City of Clearwater

Richard L. Bennett  
Vice Mayor Fred Steiermann  
Commissioner David Will  
Commissioner MaryBeth Henderson  
Bob Myers  
Bebecca Carter  
Doug Izzo  
Bob McClure  
Pam Middleton  
Missy Hahn  
Patricia O. Sullivan

**To provide continuity for research, items are in agenda order although not necessarily discussed in that order.**

### **3. Approval of Agenda**

Mayor Queen moved to approve the August 30, 2017 BIG C Meeting Agenda with addition of Public Comment. The motion was duly seconded and carried unanimously.

### **4. Approval of Minutes**

Approval of the July 26, 2017 BIG C meeting minutes was continued automatically to September 27, 2017.

### **5. Approval of July 2017 Treasurer's Report**

Secretary/Treasurer Mayor Patrick Sorrano presented the July 2017 Treasurer's Report. Mayor Queen moved to approve the July 2017 Treasurer's Report. The motion was duly seconded and carried unanimously.

### **6. Correspondence**

August 15, 2017 email from Rachael Cappolla, Executive Assistant to the CEO & Public Records Custodian for PSTA (Pinellas Suncoast Transit Authority), regarding the reappointment of Commissioner Richard Bennett as the BIG C's PSTA representative for a three year term: October 1, 2017 - September 30, 2020

Mayor Queen moved to nominate Commissioner Richard Bennett as BIG C's PSTA representative for a 3-year term. The motion was duly seconded and carried unanimously.

### **7. New Business**

Mayor Simons said the City of Belleair Beach would be notified regarding the BIG C subcommittee's determination that its proposal met Gulf Boulevard beautification project criteria.

Discussion ensued regarding municipalities' ability to ban distribution of medical marijuana. It was recommended the Pinellas County Sheriff be invited to speak to the BIG C on this issue.

**Tim Ramsberger. Chief Operating Officer for Visit St. Pete/Clearwater to give "an overview of the state of tourism and what is happening at Visit St. Pete/Clearwater."**

Chief Operating Officer for Visit St. Petersburg/Clearwater Tim Ramsberger said Pinellas County was 1 of 5 counties in Florida permitted to collect a 6<sup>th</sup> cent bed tax based on its high impact tourism. Tourists contributed 1/3 of Penny for Pinellas income and encouraged renewal of the tax. Tourism's annual economic impact to Pinellas County was \$10-billion, employing 100,000. The bed tax revenues, which increased each of the past 46 months, were approaching \$60 million this year. Tourism numbers and average daily rates also increased. The County determined distribution of bed taxes, in the "Sunshine,"

with a goal of driving tourism. Sixty percent of bed taxes were invested in operations and marketing and 40% were invested in capital projects, with 5% set aside and accumulated for beach renourishment.

Mr. Ramsberger discussed efforts to promote Pinellas County by touring states in an Airstream to be offered as a giveaway, highlighting the County's 40 craft breweries, local beaches, museums, entertainment venues, and sporting events. He said Visit St. Pete/Clearwater's new URL, "Beaches of Orlando," was advertised 5 times each morning on NBC. He said this year's La Cita de las Americas conference was underway at the Vinoy Hotel. Visit St. Pete/Clearwater coordinated marketing efforts with local Chambers of Commerce, supported their promotions, and funded a portion of staff salaries at Chamber visitor centers. He discussed international marketing efforts.

#### **8. Miscellaneous**

Discussion ensued regarding long term solutions for beach renourishment and erosion protection as beaches were the County's economic engine. Forming a subcommittee was discouraged due to the Sunshine Law. The importance of addressing diminishing federal funding and Congress mandated Army Corps of Engineer program restrictions with Congressman Crist, the Florida delegation, and State Association of County Commissioners was discussed. It was suggested the BIG C invite an expert to speak on long term solutions to maintain County beaches.

Consensus was for BIG C members to attend the FSBPA (Florida Shore and Beach Preservation Association) conference following next month's meeting.

#### **9. Legislative Update**

Mayor Cretekos said Senator Latvala recently reiterated his support for Home Rule. There are State legislative attempts to repeal municipal restrictions on short-term rentals. To support residents' property rights, he requested BIG C members submit examples of disruptions attributed to short-term rentals in residential neighborhoods for presentation to the State Legislature.

#### **10. City Events**

BIG C members reviewed upcoming events.

#### **11. Public Comment**

Missy Hahn invited attendees to the inaugural Treasure Island & Madeira Beach Chamber of Commerce Golf Tournament on September 18, 2017.

All were encouraged to participate in today's blood drive.

Bob Myers said he would learn more on Friday re proposed emergency vessel evacuation system for non ambulatory patients.

#### **12. Adjourn**

The meeting adjourned at 10:05 a.m. The next meeting will be at 9 a.m. on Wednesday, September 27, 2017, at Indian Rocks Beach, Civic Auditorium, 1507 Bay Palm Boulevard.



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Mayor Robert Minning  
BIG C President