

BIG-C

Barrier Islands Governmental Council

Belleair Beach
Belleair Shore
Clearwater
Indian Rocks Beach
Indian Shores
Redington Shores



North Redington Beach
Redington Beach
Madeira Beach
St. Pete Beach
Treasure Island

October 29, 2008

Minutes

Present:

| | |
|-----------------------|---------------------------------|
| Belleair Beach | Councilmember Kathy Mortensen |
| Belleair Shore | Mayor John A. Robertson |
| Clearwater | Vice Mayor George Cretekos |
| Indian Rocks Beach | Vice Mayor Terry Hamilton Wolin |
| Indian Shores | Mayor Jim Lawrence |
| Madeira Beach | Mayor Pat Shontz |
| North Redington Beach | Mayor Bill Queen |
| Redington Beach | Mayor Nick Simons |
| Redington Shores | Mayor Jody Armstrong |
| Treasure Island | Commissioner Phil Collins |

Guest Speakers:

- Ms. Katy Hatcher – American Cancer Society
- Mr. D.T. Minich – Tourist Development Council Update
- Mr. Dick Williams – Pinellas County – EMS Consolidation

Guests Present:

| | |
|-------------------|----------------------------------|
| W.D. Higginbotham | Madeira Beach City Manager |
| Joan Herndon | Vice Mayor Indian Shores |
| Bill Smith | Councilor Indian Shores |
| Carole Irelan | Councilor Indian Shores |
| Jerry Knight | North Redington Beach |
| Nick Fritsch | Sand Key Civic |
| Danny Taylor | Indian Rocks Beach |
| Mike Bonfield | St. Pete Beach |
| Nancy McCollum | Belleair Beach City Manager |
| E.D. Williams | Indian Shores Town Administrator |
| Jeff Baker | Progress Energy |
| John Wolbert | |
| Jose Coppen | |
| Art Newsome | Indian Shores Property Owners |
| Sandra Knobel | Pinellas County Planning Dept. |
| Rick Walker | Pinellas Suncoast Fire Rescue |
| Russ Livernois | Pinellas Suncoast Fire Rescue |

October 29, 2008

Minutes

Present: Belleair Beach Councilmember Kathy Mortensen
Belleair Shore Mayor John A. Robertson
Clearwater Vice Mayor George Cretekos
Indian Rocks Beach Vice Mayor Terry Hamilton Wolin
Indian Shores Mayor Jim Lawrence
Madeira Beach Mayor Pat Shontz
North Redington Beach Mayor Bill Queen
Redington Beach Mayor Nick Simons
Redington Shores Mayor Jody Armstrong
Treasure Island Commissioner Phil Collins

Guest Speakers: Ms. Katy Hatcher – American Cancer Society
Mr. D.T. Minich – Tourist Development Council Update
Mr. Dick Williams – Pinellas County – EMS Consolidation

Guests Present: W.D. Higginbotham Madeira Beach City Manager
Joan Herndon Vice Mayor Indian Shores
Bill Smith Councilor Indian Shores
Carole Ireland Councilor Indian Shores
Jerry Knight North Redington Beach
Nick Fritsch Sand Key Civic
Danny Taylor Indian Rocks Beach
Mike Bonfield St. Pete Beach
Nancy McCollum Belleair Beach City Manager
E.D. Williams Indian Shores Town Administrator
Jeff Baker Progress Energy
John Wolbert
Jose Coppen
Art Newsome Indian Shores Property Owners
Sandra Knobel Pinellas County Planning Dept.
Rick Walker Pinellas Suncoast Fire Rescue
Russ Livernois Pinellas Suncoast Fire Rescue

Bob Lasher
R.B. Johnson
Sue Berfield
Kristi Cheatham
Phil Collins

PSTA
Mayor Indian Rocks Beach
Ref. Jim Frishe's Office
Clearwater Gas
Treasure Island

1 – Pledge of Allegiance

2 – Roll Call

3 – Approval of Agenda

A change to the agenda was made to insert Katy Hatcher from the American Cancer Society as a Guest Speaker as New Business. Mayor Nick Simons of Redington Beach made a motion to approve the change in the agenda, seconded by Mayor John Robertson of Belleair Shore. Unanimously carried by voice vote.

4 – Approval of Minutes of September 24, 2008

Mayor John Robertson of Belleair Shore motioned to approve the minutes, seconded by Mayor Pat Shontz of Madeira Beach. Unanimously carried by voice vote.

5 – Approval of Treasurer's Report – September 2008

Mayor John Robertson of Belleair Shore motioned to approve the Treasurer's Report of September 2008, seconded by Mayor Nick Simons of Redington Beach. Unanimously carried by voice vote.

6 – New Business

Ms. Katy Hatcher from the American Cancer Society attended and presented a short video on the Relay for Life. She explained that it is an 18 hour non-competitive walk. The Gulf Beaches Relay will be hosted by Treasure Island in April. Katy made a request that all of our beach communities get more involved in the Relay for Life walks.

Mr. D.T. Minich of the Tourist Development Council provided an update regarding activities of the TDC. Mayor Jody Armstrong of Redington Shores has been the BIG-C Representative to the TDC but will be leaving in March. The BIG-C needs to decide who will replace her. Meetings for the TDC are held the second Wednesday of each month.

Mr. Minich also reported that the early snowfall up north has had a positive impact on tourism here.

The 2009 Visitor Guide will be rolling out in the next week and will feature a new spread on Beachwalk. There will also be three chefs featured along with a Pinellas Trail foldout piece and the fish and water section has been expanded.

Mr. Minich will be traveling to London to market our area at a trade show with 45,000 attendees next week. There will also be exposure to 4,000 people from international media outlets and 5,000 representatives selling destinations. The State of Florida will be branding the coat check area at the trade show.

Mr. Minich also reported that they are working on Super Bowl outdoor branding and a micro-site for the Super Bowl. If communities are having Super Bowl activities, notify Public Relations at the Tourist Development Council, they are working on putting together fill stories. Mr. Minich noted there would be 5,000 international media representatives present during the Super Bowl.

Mr. Minich advised that www.pinellascvb.com is a resource for more statistics, information and reports.

Mr. Dick Williams, Bureau Director for Pinellas County EMS & Fire Administration presented a briefing to the BIG-C. A copy of the slides presented are enclosed in the minutes as a reference and resource.

7 – Old Business

A. It was agreed that Mayor Pat Shontz from Madeira Beach will be the new representative of the BIG-C to the TDC.

Councilor Bill Smith from Indian Shores, Mayor Bill Queen from North Redington Beach and Council Member Kathy Mortenson from Belleair Beach have volunteered to be representatives to FSBPA.

B. Mayor Robertson of Belleair Shore made a motion that Mayor Lawrence represent the BIG-C at the Pinellas Delegation for beach nourishment it was seconded by Mayor Pat Shontz of Madeira Beach.

8 – Miscellaneous

A. Legislative Update – Sue Berfield in attendance from Representative Frishe's office.

BIG-C Minutes
October 29, 2008
Page Four

B. Beach Update – Beach Facts Handout was presented and a request made for \$250 to fund the printing. Vice Mayor Terry Wollen made a motion to fund it from BIG-C seconded by Mayor Bill Queen.

Bellair Beach – Groundbreaking has occurred on the new City Hall.

Clearwater – Ironman Marathon coming up on November 8

Indian Rocks Beach – Taste of the Beaches coming up on November 8 and celebrating a successful Octoberfest

9 – Adjournment

Next meeting to be hosted by Town of Indian Shores on December 10. Meeting adjourned at 10:30AM