



MEMO

10-12-10
(item) 41b

TO: Members of the Pinellas County Commission

FROM: Karen Williams Seel, Pinellas County Commissioner

cc: Robert LaSala, County Administrator

Jim Bennett, County Attorney

D.T. Minich, Director, CVB

RE: Tourist Development Council Appointments


DATE: October 12, 2010

Please see the attached regarding the Tourist Development Council appointments. For your review is a memo from Dennis Long, Chief Assistant County Attorney, and information from those who showed interest and qualified for the positions.

Please review this information prior to the October 12th BCC meeting. At the BCC meeting under item 41.b, I will distribute a ballot for you to select the members, the ballots will be tallied and we will approve the appointments.

attachments

TO: The Honorable Karen Williams Seel, Chair
Pinellas County Board of County Commissioners and
Tourist Development Council

FROM: Dennis R. Long, Chief Assistant County Attorney 

SUBJECT: Tourist Development Council Vacancies

DISTRIBUTION: D.T. Minich, Director, CVB

DATE: October 7, 2010

The membership of the Tourist Development Council ("TDC") is governed by Section 118-34, Pinellas County Code, which provides:

"(a) There is hereby established, pursuant to the provisions of F.S. § 125.0104, an advisory council to be known as the Pinellas County Tourist Development Council. The council shall be composed of 12 members who shall be appointed by the board of county commissioners. The chair of the board of county commissioners or any other county commissioner designated by the chair shall serve as the chair of the council. Four members of the council shall be elected municipal officials, one of whom shall be from the most populous municipality in Pinellas County, one of whom shall be from the municipality in which the greatest percentage of tourist development tax revenue is generated in Pinellas County, one of whom shall be from among the cities of Belleair Beach, Belleair Shores, Indian Rocks Beach, Indian Shores, Madeira Beach, North Redington Beach, Redington Beach, Redington Shores, St. Pete Beach, and Treasure Island, and one of whom shall be from a city in Pinellas County that is not specifically named in this section. Seven members of the council shall be persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, of which not less than three nor more than four members shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. All members of the council shall be electors of the county. The members of the council shall serve for staggered terms of four years.

There are currently four (4) vacant positions on the TDC, including two (2) positions for owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations (assuming the County Commission desires to appoint four (4) members in this category), one (1) position for a person who is involved in the tourist industry and has demonstrated an interest in tourist development, as well as one (1) vacancy for an elected city official not from one of the other required municipal categories.

Based on a review of the applications provided by the CVB to determine if the applicants meet the requirements of the ordinance, the following applications may be considered for the specified categories:

1. Two vacancies for an owner/operator of a M/H/RV/TA:
 - A. Stuart Arp
 - B. Russell C. Bond (incumbent)
 - C. Russ Kimball (incumbent)
 - D. Aminie Mohip
2. One vacancy for a person that is involved in the tourism industry and has demonstrated an interest in tourist development:
 - A. Roberta S. Blum
 - B. Phil M. Henderson, Jr. (incumbent)
3. As of the date of this memorandum, the Council of Mayors has not acted on a recommendation for the elected municipal official position.

DRL:sme

H:\USERS\ATYKB06\WPDOCS\DR\2010\BOARDS\TDC\TDCVacancies 100610.doc



September 27, 2010

St. Petersburg/Clearwater Area Convention & Visitors Bureau
Mr. D.T. Minich
13805 58th St. N., Suite 2-200
Clearwater, Fl. 33760-3733

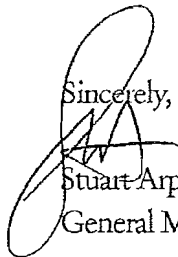
Dear Mr. Minich,

Please accept this letter to convey my interest in serving on the Tourist Development Council for Pinellas County in the capacity of Operator of a Tourist Accommodation.

For the past four years I have served as the General Manager of the Sandpearl Resort in Clearwater since its pre-opening phase. Over the past 22 years I have worked in Florida having previously held the position of Senior Vice President for Adam's Mark Hotels and Resorts based out of Florida in addition to having held management positions with Hyatt and Walt Disney World Resorts. On a regional basis I oversaw the Adam's Mark Resort in Clearwater Beach from 1997 until after it closed in 2004 due to the hurricanes.

I have also had prior experience as member of the TDC in Volusia County Florida as well as being a Board Member of the Halifax Area Convention and Visitors Bureau for many years before eventually relocating to Pinellas County. I believe my local and statewide tourism experience makes me an excellent candidate for the TDC.

Sincerely,


Stuart Arp
General Manager

500 Mandalay Avenue • Clearwater Beach, FL 33767
727.441.2425 • Toll Free: 877.726.3111 • Fax: 727.449.9024 • www.sandpearl.com



Printed on recycled paper.

202 Windward Passage #207
Clearwater, FL 33767
Home: (727)729-8830
Cell: (386)527-9792
Email: sta1957@aol.com
sarp@sandpearl.com

Stuart Arp

Summary

A highly motivated and results oriented executive with more than 30 successful years in the hospitality industry. Effective in increasing revenues and profits while maintaining a high level of quality and service. I have strong leadership, organizational, administrative and communication skills.

Professional Experience

Sandpearl Resort /Coral Hospitality (2006 – Present)

General Manager

Responsible for the overall operations of the luxury Clearwater Beach, Florida gulf front resort from pre-opening to present. The resort consists of 253 rooms, 116 private residences, 25,000 square ft. of meeting space, full service spa, retail space, a 50 slip marina and three food and beverage outlets.

Key Accomplishments:

- Rated # 40 top Resort in the U.S. and Canada in 2010 by Travel and Leisure Magazine.
- Rated # 8 in the world by Expedia for overall service and value for 2009.
- Ranked #1 overall of over 250 domestic and international properties by Preferred Hotels and Resorts by their quality assurance inspection in 2009.
- Achieved a REVPAR index of 132% to our local comp set and a 143% index to our statewide luxury comp set for the past 12 months rolling through July 2010.
- Awarded the AAA Four Diamond award in all three years of operation.
- Awarded the AAA Four Diamond award for our signature restaurant, Caretta on the Gulf, for the past three straight years. One of only four restaurants to be awarded this in the Tampa Bay area
- Received Silver LEED certification. The only hotel in Florida to receive this distinction.

Adam's Mark Hotels/Pyramid Hotel Group (1995-2006)

Senior Vice President/Managing Director

- Responsible for hotel revenues and profits, quality of product and service, sales strategies and capital improvements.
- Oversight of up to 8 hotels at one time.
- Direct responsibility of Orlando from 1999-2000 and Daytona Beach from 2000-2005.
- Oversaw and supported Adam's Marks remaining large convention properties in Dallas, Jacksonville, St. Louis and Denver from 2005 to 2006.

General Manager

- Adam's Mark Daytona Beach
750 room oceanfront resort.
- Adam's Mark Memphis
405 room suburban hotel

Walt Disney World Company (1990-1995)

Resident Manager

Responsible for the overall operation of the resort including front office, guest services, concierge, housekeeping, bell services, recreation, marina, health club, child care facility and salon.

- Disney's Polynesian Resort
833 room family resort
- Disney's Contemporary Resort
1,053 room convention resort with 100,000 square feet of meeting space.

Hyatt Hotels and Resorts (1979-1990)

Executive Assistant manager

- Hyatt Regency Waikiki, HI
1,230 room luxury oceanfront resort
- Hyatt Regency Tampa, FL
540 room downtown hotel
- Hyatt on Sunset Los Angeles, CA
238 room city hotel

Assistant Rooms Executive

- Hyatt Regency Maui, HI
853 room 5 diamond luxury ocean front resort

Executive Housekeeper/Front Office Manager

- Hyatt Regency Maui, HI
- Hyatt Regency Woodfield, IL
- Hyatt Regency Greenville, SC
- Hyatt Regency Lexington, KY

Education

University of Wisconsin – Stout
Bachelors of Science in Hotel and Restaurant Management

1570 MacChesney Drive • Tarpon Springs, Florida 34689
Phone: 727-937- 3232 • Fax: 727-934-3436 • Email: roberta@hbassociates.net
Web: www.hbassociates.net

September 18, 2010

D. T. Minich
Executive Director, Visit St. Petersburg/Clearwater
13805 58th Street North, Suite 2-200
Clearwater, Florida 33760-3733

Dear Mr. Minich,

It is with great pleasure that I submit my application for a four-year appointment to the position on Pinellas County's Tourism Development Council (TDC). For the past twenty years, I have been the sole owner of one of the Tampa Bay area's leading destination management companies – HB Associates. Located in Tarpon Springs, HB Associates has, from its inception, been integrally involved in all aspects of the tourist industry in Pinellas & Hillsborough Counties. As a locally focused DMC, we have consistently and enthusiastically promoted the weather, water, warmth, and wonderful attractions of our County.

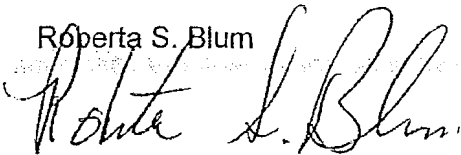
Today, however, success in the tourism industry means meeting and overcoming significant challenges. Economic strains and increased competition require new approaches and rededication of effort to ensure that Pinellas County remains a favored pleasure and business destination for visitors from near and far. To that end, I am confident that, if given the opportunity, my professional experience and educational background will equip me to help lead the TDC in its endeavors.

As should be apparent from my attached résumé, most of my professional life has centered around tourism in the Bay area. I have worked closely with the full spectrum of tourism related businesses including transportation, lodging, dining, sports, cultural, sightseeing, etc. In addition, my membership in the important professional associations enables me to further contribute to the TDC's efforts.

Suffice it to say that the success of the TDC is important to me both as a tourism dependent businesswoman and as a resident of Pinellas County. I believe my service on the Council would be to its benefit and I hope that my application is favorably considered.

Sincerely,

Roberta S. Blum



President/HB Associates Destination Management, Inc.



1570 MacChesney Drive • Tarpon Springs, Florida 34689 • Phone: 727/937- 3232 • Fax: 727/934-3436
Email: roberta@hbassociates.net Web: www.hbassociates.net

Roberta S. Blum, DMCP

EDUCATION:

Masters of Business Administration: University of New Haven 1982. *Concentration in Hospitality Administration.*

Masters of Science in Education: Southern Connecticut State College 1974.

Bachelor of Fine Arts: University of Rhode Island 1971.

WORK HISTORY:

1990 to Present: President & Owner-HB Associates

Full service Destination Management Company providing services, activities and events to conference groups coming to the Tampa area. Built business in first ten years to over 1.5 million dollars in yearly revenue. Oversaw sales & marketing, operations, payroll, vendor relationships, payroll, training, quality control and risk management. Services/products offered:

Charter Transportation
Attractions
Golf Tournaments
Site Selection
Décor

Airport Transfers/Meet & Greet
Recreational Activities
Room Amenities
Spouse Programs
Linen

Sightseeing Tours
Team Building
Staffing
Entertainment
Centerpieces

1982 to 1990: Hotel Management/Food & Beverage Management

Served in various management capacities at renowned Four & Five Star properties including: The Plaza Hotel/New York City, The Grand Hyatt/New York City, The Hyatt Grand Cypress/Orlando, Florida and The Boca Raton Hotel & Club/Boca Raton, Florida.

Positions ranged from Assistant Department Head to Department Head in a variety of Restaurants and Room Service Departments at 750-1,000+ room hotels with high volume food and beverage operations and hospitality business. Oversaw day to day operations for high volume restaurants and room service departments with active, high revenue hospitality business.

MEMBERSHIPS & CERTIFICATIONS:

DMCP: Destination Management Certified Profession awarded by Association of Destination Management Executives. 2002 & recertified in 2007.

Association of Destination Management Executives. *Member since 2001.*

Tampa Bay & Company (Convention and Visitors Bureau for Greater Tampa Bay area). *Member from 2001 to 2009.*

SKAL International Tampa Bay: *Member since 2001, President 2008-09; Vice president 2007-2008; Treasurer 2006-2008; Assistant Treasurer 2005-2006.*

Meeting Professionals International: *Member since 2002.*





RENAISSANCE VINOY® RESORT
AND GOLF CLUB
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September 13, 2010

RECEIVED

SEP 15 2010

KAREN WILLIAMS SEEL
COUNTY COMMISSIONER

Commissioner Karen Seel
Pinellas County Government
315 Court Street
Clearwater, FL 33756

Dear Commissioner Seel:

As you may already know, my four-year term as a TDC Board Member is coming to an end. I would consider it a great privilege and honor to serve the County again for another term.

I would be excited to continue participating as the tourism landscape evolves in Pinellas County. With several incredibly successful years behind us and a great CVB team, the next few years will be critical as we rebound from the recession and the recent oil spill in the Gulf.

With over ten years here as the General Manager at the Renaissance Vinoy Resort and Golf Club and thirty years in the hospitality business, I would like to continue to help shape the sales, marketing and advertising plans as well as to play a part in the role that the arts will contribute in Pinellas County Tourism going forward.

If you have any questions or need more information, please let me know.

I would truly appreciate your support.

Sincerely,

Russell C. Bond
General Manager

cc: DT Minich
Bob Lat

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September 17, 2010

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Clearwater

StarLite Princess
Riverboat
St. Pete Beach Area



CalypsoQueen.com
Clearwater

SEA LIFE SAFARI
Nature Cruise

SeaLifeSafariCruise.com
Clearwater

DOLPHIN RACER
Speedboat Adventure
DolphinRacer.com

St. Pete Beach Area

Commissioner Karen Seel
Pinellas County Government
315 Court Street
Clearwater, FL 33756

Dear Commissioner Seel:

My current term on the Board of the Pinellas County Tourist Development Council will come to an end this October. I am writing you to formally request to be appointed by the BCC to serve another four year term on the TDC. It has been an honor to serve the county in this capacity and an appointment for an additional term would be greatly appreciated.

I am in my 29th year as an executive in a tourist-related business. I am the President/CEO of StarLite Cruises which manages five boating operations in Pinellas County, three in the north and two in the south. This geographic diversity commands me to take a countywide perspective when dealing with issues affecting our industry. We have recently expanded to the Daytona Beach market and are considering opening up in Palm Beach County. This statewide exposure has provided me with an even broader view of Florida's tourism industry and how other counties around the state market to potential visitors. Over the years I have been involved in many civic and tourist-related entities at the Board and Executive Board levels. I have, in recent years, made the TDC my main focus outside of my own business. I make every attempt to participate in all work sessions and committee meetings whether or not I am on that particular committee. I think, and I hope that you'll agree, that I have contributed valuable input on some delicate issues which have been brought before the TDC recently.

Pinellas County has experienced a great deal of success in the tourism industry. We are now faced with many challenges as we strive for renewed growth during a time of recovery. I am hopeful that the BCC allows me to participate in the direction we take to overcome these challenges and would consider it a great privilege to do so.

Thank you for your consideration. Your support would be greatly appreciated.

Sincerely,

Phil M. Henderson, Jr.
President/CEO

Cruising St. Petersburg/Clearwater Since 1986

P.O. Box 3335 Clearwater, Florida 33767 (727) 462-2628 Nationwide (800) 444-4814
www.StarLiteCruises.com Email: Info@StarLiteCruises.com Fax (727) 446-4814



Sheraton

September 15, 2010

Honorable Karen Seel
Commission Chair
Pinellas County Board of Commissioners
315 Court Street
Clearwater, FL 33756

Dear Commissioner Seel,

I would like to formally request to be considered for re-appointment to the Pinellas County Tourist Development Council for the 2011 term.

I would be honored to serve the TDC and contribute my knowledge from being a Resort General Manager on Clearwater Beach for the past 35 years. My experience encompasses all segments that bring 5 million visitors to Pinellas County.

Thank you and the other commissioners for your consideration.

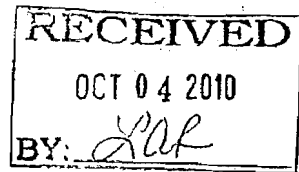
Sincerely,

Russ Kimball
Executive Vice President and General Manager
Sheraton Sand Key Resort

SHERATON SAND KEY RESORT
1160 Gulf Boulevard
Clearwater Beach, Florida 33767

1 — 727 595 1611
1 — 727 596 8488

sheratonsandkey.com



Aminie Mohip, Esq.
12600 Roosevelt Blvd.
St. Petersburg, FL 33716

September 24, 2010

DT Minich
Visit St Petersburg/Clearwater
13805 58th St N, Ste 2-200
Clearwater, FL 33760

RE: Pinellas County Tourist Development Council Position

Dear Mr. Minich:

I am interested in being appointed to the Pinellas County Tourist Development Council. Being a resident of the ever-growing City of St. Petersburg, as well as Director of Development and General Counsel to a commercial development company that focuses on developing and operating hotels in Pinellas County, I feel that I would be a great asset to the Council as an individual directly involved with the tourism industry. It would be an honor to be considered for a four-year appointment and am eager to be intimately involved with tourism development in the St Petersburg/Clearwater area.

I have enclosed my resume for further consideration.

I look forward to the possibility of working with you in the future.

Sincerely,


Aminie Mohip

Aminie Mohip

12600 Roosevelt Boulevard

St. Petersburg, Florida 33716

(Phone) 727/776-6051

(email) amohip@mdmhotels.com

PROFESSIONAL EMPLOYMENT

August 2007 to **MENNA DEVELOPMENT & MANAGEMENT, INC.;** St. Petersburg, Florida.

Present

I work as Director of Development and General Counsel for Menna Development & Management, Inc., a commercial real estate development company that focuses on developing commercial projects ("MDM"). MDM develops, constructs and operates commercial projects, with an emphasis on hotel development, through out the State of Florida. MDM currently owns and operates three hotels that it developed in Pinellas County: a Full Service Marriott Hotel, a Residence Inn by Marriott and Courtyard by Marriott. In addition, MDM owns and operates a Residence Inn by Marriott it developed in Pasco County. As General Counsel I handle all real estate related matters from acquisition, financing, assist in the entitlement process, through the sale of the developed projects when they were stabilized. With regards to operations, I deal with tax related issues, human resources matters for over 300 employees, all vendor contracts, Group Rooms Contracts, banquets contracts and any legal matters that may arise. I am also the Director of Business Development which entails working with hotel franchises, the jurisdiction in which our site is present, and our construction division in order to see projects through to completion.

May 2006
to August 2007

EUROPEAN ESQUITIES CORPORATION; Clearwater, Florida.

I worked as corporate counsel for European Equities Corporation, a retail development company. The company developed, constructed and operated retail projects through out the State of Florida and Georgia. I handled real estate related matters from acquisition, financing, assisted in the entitlement process, through the sale of the developed projects when they were stabilized.

August 2005
to May 2006

SEMBLER INVESTMENTS; St. Petersburg, Florida.

I worked as corporate counsel in the Legal Department of Sembler Investments. I represented a number of residential real estate development companies. The companies develop condominiums, townhomes and single-family residences throughout the State of Florida. I handled real estate related matters from acquisition, financing, assisted in the entitlement process, through sale of the developed units.

During my tenure at Sembler Investments I was a Chicago Title Insurance Company agent.

October 2004
to July 2005

BALES WEINSTEIN; Tampa and St. Petersburg, Florida.

I worked as an associate in the Commercial and Environmental Department. I continued my commercial real estate and business practice. I also provided real estate support in connection with a number of complex environmental cases.

September, 1998
to September 2004

MOHIP & BURNETT, P.A.; St. Petersburg, Florida.

I formed the law firm of Mohip & Burnett, P.A., in 1998. At Mohip & Burnett, P.A., I handled a variety of real estate, corporate, general business and litigation matters. I did extensive work in the following areas: commercial real estate sale/purchase transactions; residential real estate sale/purchase transactions; preparation and review of contracts in connection with all aspects of real estate development transactions (commercial and residential); preparation and review of commercial leases (e.g., office, retail, industrial and billboards); formation of corporations, partnerships; limited liability companies and home owner's associations; asset-based transactions; employment matters (e.g., employment agreements, stock options agreements, shareholder agreements, etc.); and commercial loans.

In addition, during my tenure at Mohip & Burnett I lectured on various subjects, including, numerous seminars throughout the United States on issues relating to commercial leases. I was on the faculty of Continuing Professional Education, Inc., located in Pennsylvania.

Additionally, during my tenure at Mohip & Burnett I was a Commonwealth Land Title Insurance Company agent. I have extensive knowledge of title insurance and title insurance underwriting matters.

January, 1998
to September 1998

PARTNER, WILLIAMS REED LAW FIRM; Tampa, Florida.

I was one of two partners in the real estate department of a 17 person law firm. In that capacity I handled a variety of real estate matters (e.g. commercial real estate purchase transactions, community development districts, real estate loan transactions (representing lenders and borrowers), commercial leases, etc.). I also worked on a variety of business/corporate matters, and worked as co-counsel with Schiffino & Fleischer, P.A. (Tampa, FL), on mergers and acquisitions and other corporate/securities matters.

November, 1991
to January, 1998

ASSOCIATE, WILLIAMS REED LAW FIRM; Tampa, Florida.

I worked as an associate in the real estate department of this Tampa firm. I was involved in every aspect of commercial real estate transactions, including: negotiating and drafting contracts for the purchase/sale of office buildings, retail centers, marinas, vacant land; negotiating, preparing and reviewing commercial leases; handling title insurance and commercial/real estate loan matters; and working on the contract bidding process for community development districts. Preparation and review of home owner's and condominium documentation. I also handled a number of condemnation cases representing landowners.

During my tenure at Williams Reed I was an agent for First American Title Insurance Company and Chicago Title Insurance Company.

September, 1990
to May, 1991

LAW CLERK, KATZ KUTTER HAIGLER ALDERMAN DAVIS MARKS & RUTLEDGE, P.A.; Tallahassee, Florida.

My clerkship included legal research in the areas of attorney's fees, public utilities matters, family law issues and real estate matters.

July, 1990
to September, 1990

LAW CLERK, BUSH ROSS GARDNER WARREN & RUDY, P.A.; Tampa, Florida.

My clerkship included legal research in the areas of bankruptcy, criminal law, adult congregate living facilities and real estate matters.

March, 1984
to July, 1988

LEGAL ASSISTANT, REED & BLACK, P.A.; Tampa, Florida.

I assisted five attorneys in this "boutique" commercial real estate law firm located in Tampa, Florida. I prepared loan and sale/purchase documents, corporate and partnership documents required for the formation of entities, and reviewed title reports and abstracts in connection with issuance of title insurance commitments and policies.

September, 1983
to March, 1984

LEGAL ASSISTANT, HOLLAND & KNIGHT LAW FIRM; Tampa, Florida.

I assisted seven attorneys in this large, general practice law firm. I worked extensively with lender and developer clients on commercial and real estate loans and real estate acquisitions/dispositions.

EDUCATION

1991

Florida State University, College of Law
J.D. Degree, with honors

Tallahassee, Florida

McConnaughay, Roland, Maida, Cherr & McCranie Book Award for Workers' Compensation (Summer 1990); Treasurer, Lawyers for Animal Welfare; Member, Student Bar Association; Member, Women's Law Symposium

1986

University of South Florida

Tampa, Florida

Completed all credit hours required for M.A. Degree in International Relations while working full time as a paralegal.

1983

National Center for Paralegal Training

Atlanta, Georgia

Completed all required course work and awarded Paralegal Certification in litigation.

1982

University of South Florida
B.A. Degree (Political Science)

Tampa, Florida

Dean's List, Pi Gamma Mu, Pre-law Society

ORGANIZATIONS & ACTIVITIES

Florida Bar Association

Hillsborough Bar Association

St. Petersburg Bar Association

Hillsborough Association of Women Lawyers, Member of Mentoring Committee

Grow Financial (formerly, MacDill Federal Credit Union), Member of Supervisory Committee (1997-1999)

Equal Opportunities in the Profession Committee of the Florida Bar Association, Appointed Member (1998-2000)

Commercial Real Estate Women, Tampa Chapter and National Organization,

General Counsel and Director of Tampa Chapter (1997-1999) and

Founding Director of Tampa Chapter (1997)

American Heart Association, Tampa Metro Division, Director (1996-1998)

Hamlin, Geoff R

From: Meinck, Cynthia M
Sent: Friday, October 08, 2010 4:31 PM
To: Klug, Della; Estrada, Sue M; DT Minich; Randolph, Linnie; Hamlin, Geoff R
Subject: TDC agenda item 41.b
Attachments: 20101008155140959.pdf

Attached. I have the ballots for Karen to pass out at the meeting.

Have a great weekend!

Cyndi

Cyndi Meinck, Executive Assistant to
Karen Williams Seel, Chair
Pinellas County Board of County Commissioners
315 Court Street, 5th floor
Clearwater, FL 33756
727-464-3278
FAX: 727-464-3022
www.pinellascounty.org
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