



OFFICE OF THE COUNTY ADMINISTRATOR

M E M O R A N D U M

TO: The Honorable Chairman and
Members of the Board of County Commissioners

FROM: Mark S. Woodard, County Administrator

SUBJECT: October 21, 2014 Agenda Changes

DATE: October 20, 2014

The following changes have been made to the October 21, 2014 Board of County Commissioners meeting agenda:

Pulled/Deleted Items

Item No. 17 Authority to advertise a public hearing for a proposed ordinance amending Chapter 118 of the Pinellas County Code to create an economic development ad valorem tax exemption process.

Amended/Revised Items

Item No. 5c. [Administrative budget amendments – Fiscal Year \(FY\) 2014 Administrative Amendment No. A10 replaced with FY 2014 Board Budget Amendment No. 20.](#)

Item No. 21 [Service agreement with Covanta Projects, LLC for the Waste to Energy facility operation – Presentation added.](#)

Item No. 28. [Reappointments to the Greater Seminole Special Recreation District revised.](#)

Item No. 32. [Tourist Development Council Appointments.](#)

PINELLAS COUNTY, FLORIDA
FY2014 BOARD BUDGET AMENDMENT

Solid Waste Revenue and Operating

Board Budget Amendment No. 20

FUND: 4021

BUDGETARY CHANGES

CENTER/ PROGRAM	ACCOUNT NUMBER	DESCRIPTION	CURRENT BUDGET as of 7/21/14	INCREASE/ (DECREASE)	AMENDED BUDGET
432923		Landfill Operations			
2221		Landfill and Site Operations			
	5349000	Contract Services-Other	10,309,000	(260,000)	10,049,000
432928		Waste-to-Energy Program			
1008		Reserves			
	5995000	Reserve-Contingencies	11,628,050	(11,600,000)	28,050
432929		Water Treatment Facility			
2222		Waste-to-Energy			
	5431100	Util Svc-Elec-Generl-Power	240,000	(40,000)	200,000
		Total		(11,900,000)	
432928		Waste-to-Energy Program			
2222		Waste-to-Energy			
	5349000	Contract Services-Other	29,068,600	11,900,000	40,968,600
		Total		11,900,000	

EXPLANATION:

Approved at the Board of County Commissioners meeting on December 10, 2013, after adoption of the FY14 Budget, the contract with Green Conversion Systems Energy Recovery of Pinellas Inc. (GCS) changed to payment on a monthly service fee plus cost basis. These changes were not anticipated during the development of the FY14 Budget. This FY14 budget amendment realigns appropriation within the Department of Environment and Infrastructure in the Solid Waste Revenue and Operating Fund. Additional appropriation is needed in the Waste-to-Energy cost center to fund the additional costs associated with the change to the GCS contract. Appropriation is available in the Solid Waste Operating Fund Reserves - Contingencies as well as in the Landfill Operations and Water Treatment Facility cost centers as actuals are trending under budget. There is no net fiscal impact to the DEI Solid Waste Revenue and Operating Fund with this amendment. This amendment is consistent with the current year estimates provided during the FY15 budget development process.

Analyst:

Administrator/Assistant:

Peer Review:

Approval Date:

Director:

Filed with Board:



Waste-to-Energy Facility Operator Procurement

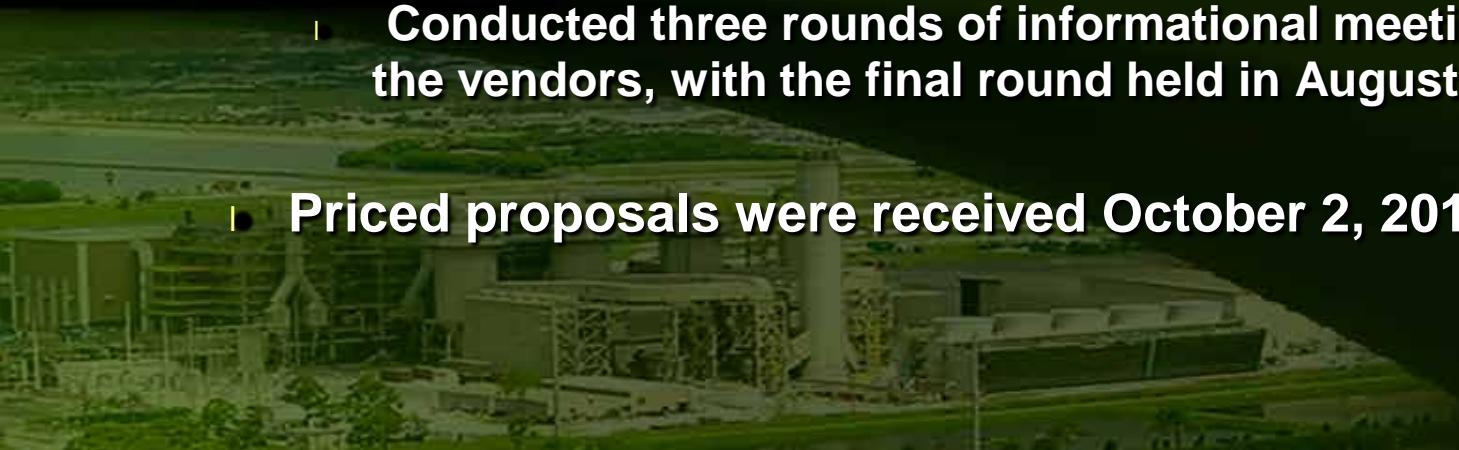
Kelsi Oswald, Director

**Pinellas County
Solid Waste Department**



Procurement Process

- Issued Request for Qualifications in March, 2014
 - Technical and Financial Criteria
 - Consensus scoring of four Qualifications submittals
- Two Vendors were qualified in May, 2014:
 - Covanta Projects
 - Wheelabrator Technologies
- Issued Draft RFP in June 2014 which included draft Service Agreement
 - Conducted three rounds of informational meetings with the vendors, with the final round held in August 2014
- Priced proposals were received October 2, 2014.



Procurement Process – Team

- Team structured to assure input from all appropriate departments
- Project led by Solid Waste
- Team included representatives from
 - Solid Waste Operations
 - County Attorney's Office
 - Outside legal counsel
 - Technical/procurement consultants (CDM)
 - County Purchasing Department
 - County Risk Management



Service Agreement Overview

TERM:

- ▮ **Coterminous with power purchase agreement (terminates December 31, 2024).**
- ▮ **County has option for two five-year extensions.**

PAYMENTS:

- ▮ **Per ton processing fee (bid amount)**
- ▮ **10% electric revenue share**
- ▮ **50% metals revenue share**
- ▮ **Fixed capacity credit (escalated first two years)**



Service Agreement Overview

- ▮ **Receive and Process tonnage**
 - ▮ **County guarantees a minimum of 810,000 tons delivered**
 - ▮ **Contractor guarantees a maximum 930,000 processed, if available**
- ▮ **Operate WTE Facility including combustion, air pollution control, electrical generation and ash processing**
 - ▮ **Electric generation and capacity guarantees**
 - ▮ **Residue processing guarantees**
 - ▮ **Environmental compliance and reporting obligations**
- ▮ **Maintenance of WTE in accordance with equipment manufacturer's recommendations and industry standards**
 - ▮ **Standards of maintenance commitment**
 - ▮ **Boiler and turbine availability**
- ▮ **Utilities and reagents allowances**
 - ▮ **Maximum allowable usage per ton, contractor pays for any additional usage**

Service Agreement Overview

Evaluating and Managing Performance

- ▮ **Required Reporting (operational and maintenance)**
- ▮ **Routine Meetings**
- ▮ **Facility inspections**
- ▮ **Deficiency reports**
- ▮ **Notices for failure to comply with Service Agreement**
- ▮ **Withholding for failure to comply with Service Agreement**
- ▮ **Liquidated Damages for certain Performance Guarantees**
- ▮ **Retain cost to Cure for uncompleted Technical Recovery Plan Projects and for deficiencies identified during Facility inspections**
- ▮ **Notice of Default**
- ▮ **Termination**



Service Agreement Overview

Ongoing Contingencies for Term of Agreement

- Projects for Removal of Force Majeure, Change in Law & County Fault – up to \$1 million/year**
- Discretionary projects designed to improve performance – up to \$1 million/year**
- Contract termination fee of \$7.5 million if County terminates contract due to fiscal non-funding or if Contractor terminates due to County Fault, with termination fee declining to \$2 million over the term;**
- Termination fee reset to \$3.5 million if five-year extension option is authorized, declining to \$1 million over the term**



Technical Recovery Plan

Maximum budget of \$150 million for all Work

- **Part A Projects – Known large scale Projects to address system deficiencies or improve operating conditions**
 - Contractor may propose additional items based on their inspections of the facility during first six months
- **Part B Projects - Systems that require formal inspection and testing to determine condition and performance**
 - Inspection and Testing at Contractor's cost
- **Part C Projects – “Punch list” projects, smaller maintenance type work needs identified during Consultants monthly inspections**



Technical Recovery Plan

- **2 Year Term, projects can be extended with County approval**
- **Scope and Pricing pre-approved by County**
- **Work performed on a Cost +10% basis**
 - **County only pays for Projects with costs exceeding \$10,000 for Part C Projects and exceeding \$20,000 for Part B Projects**



Technical Recovery Plan

Technical Recovery Plan Management Fee

- Bid amount
- Paid over two year period in monthly payments
- Covers cost of all inspections and testing
- Covers managing approved projects including
 - evaluation of data
 - developing scopes of work
 - procurement
 - construction monitoring



Cost Evaluation

- **Net Present Value of the Service Fee (Bid processing fee x 810,000 tons) over the initial 10-Year Term of the Service Agreement**

Plus

- **Fixed Price for managing the Technical Recovery Plan (divided over two years)**



Cost Evaluation and Recommendation

PINELLAS COUNTY WTE OPERATIONS AND MAINTENANCE RFP COST EVALUATION

<u>BID RESULTS</u>	<u>Covanta</u>	<u>Wheelabrator</u>
Processing Fee (\$/ton)	\$19.49	\$26.00
Technical Recovery Plan Management Fee	\$10,000,000.00	\$5,209,000.00
Net Present Value for 10-Year Term	\$159,374,512.79	\$204,597,567.35

We recommend award to Covanta Projects





Commissioner John Morroni
Pinellas County Board of County
Commissioners
315 Court Street

MEMORANDUM

TO: The Honorable Chairwoman Karen Seel
Members of the Board of County Commissioners
Mark Woodard, County Administrator
James Bennett, County Attorney
Paula Gonya, Agenda Coordinator

FROM: John Morroni, County Commissioner

SUBJECT: Re-appointment of Jerome Parker, Christina Null, and Steven
Williamson to the Greater Seminole Area Special Recreation
District

DATE: October 21, 2014

The staff counsel for the Greater Seminole Area Special Recreation District has brought to my attention that an additional appointment is set to expire in November.

I am requesting that we as a board re-appoint Jerome Parker, Christina Null, and Steven Williamson to the Greater Seminole Area Special Recreation District for a four year term to Expire in November 2018.



MEMO

TO: Members, Pinellas County Commission

FROM: Karen Williams Seel, Chair *KS*

CC: Mark Woodard, County Administrator
Jim Bennett, County Attorney
David Downing, Interim TDC Executive Director

SUBJECT: Tourist Development Council Vacancy Appointment

DATE: October 21, 2014

There are currently four (4) vacant positions on the TDC. Two (2) of those vacancies are for members who are owner/operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County and subject to the tax. One (1) of the vacant positions is for a member who is involved in the tourism industry and who has demonstrated an interest in tourist development. One (1) of the vacant positions is for a member who is an elected municipal official from one of the cities not specifically enumerated in the statute. The Mayor's council will be submitting their appointee for the elected municipal official vacancy post-election November 4, 2014, so no action is now needed as to that vacancy. However, the other three vacancies must now be addressed. The open positions have been advertised and attached are resumes for twelve (12) interested individuals who meet the requirements to serve:

Hotel/Motel Owner/Operators:

- Eric Waltz (General Manager, Sandpearl Resort)
- George Glover (CEO, BayStar Hotel Group, L.L.C.)
- Kathy Cablish (Area General Manager, Courtyard by Marriott – Pinnacle Hotel Management)
- Barbara Readey (General Manager, The Vinoy Renaissance Resort and Golf Club)
- Russell Kimball (Executive Vice President/General Manager, Sheraton Sand Key Resort)

Tourism Industry:

- Phil M. Henderson (President/CEO, StarLite Cruises)
- Doreen L. Moore (President/Broker, Travel Resort Services, Inc.)
- Robin G. Goris (Vice-President/Travel Consultant, CrissCross Tours & Travel)
- Armand DeBerzzinae (General Manager, Fun Ride Rentals)
- Donna M. Dennis (Visitor Center Manager/Outreach Liaison, Clearwater Beach Chamber of Commerce)
- Laura Lothridge (President, Hospitality Solutions Tampa Bay, LLC)
- Nancy Longstreth (Director of Sales & Marketing, Hyatt Regency Clearwater Beach Resort & Spa)

Please make your selections on the ballots provided.

Attachment: Resumes

TO: The Honorable Karen W. Seel, Chair
Tourist Development Council

FROM: Michael A. Zas, Managing Assistant County Attorney MAZ

SUBJECT: Tourist Development Council Vacancies

DISTRIBUTION: Mark Woodard, Assistant County Administrator
David Downing, Interim Director, VSPC

DATE: October 16, 2014

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. Two (2) of those vacancies are for members who are owner/operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County and subject to the tax. One (1) of the vacant positions is for a member who is involved in the tourism industry and who has demonstrated an interest in tourist development. One (1) of the vacant positions is for a member who is an elected municipal official from one of the cities not specifically

enumerated in the statute. The Mayor's council will be submitting their appointee for the elected municipal official vacancy post-election November 4, 2014, so no action is now needed as to that vacancy. However, the other three vacancies must now be addressed.

A. Based on the staff's review of the applications, the following applicants appear to be involved in the tourism industry, have demonstrated an interest in tourist development, and are an owner or operator of a motel, hotel, recreational vehicle park, or other tourist accommodation in Pinellas County subject to the bed tax:

1. Eric Waltz (General Manager, Sandpearl Resort)
2. George Glover (C.H.A., BayStar Hotel Group, L.L.C.)
3. Kathy Cablish (Area General Manager, Courtyard by Marriott – Pinnacle Hotel Management)
4. Barbara Readey (General Manager, The Vinoy Renaissance Resort and Golf Club)
5. Russell Kimball (Executive Vice President/General Manager, Sheraton Sand Key Resort)

Please note that all applicants under Section A above have confirmed on their application that they are electors of Pinellas County. As part of the consideration of the applicants, Board members should satisfy themselves that each applicant satisfies the requirements for this vacancy on the TDC.

B. Based on the staff's review of the applications, the following applicants appear to be involved in the tourism industry, have demonstrated an interest in tourist development, and are owner/operators or involved in tourism related businesses in Pinellas County subject to the bed tax:

1. Nancy Longstreth (Director of Sales & Marketing, Hyatt Regency Clearwater Beach Resort & Spa)
2. Phil M. Henderson (President/CEO, StarLite Cruises)
3. Doreen L. Moore (President/Broker, Travel Resort Services, Inc.)
4. Robin G. Goris (Vice-President/Travel Consultant, CrissCross Tours & Travel)
5. Armand DeBerzzinae (General Manager, Fun Ride Rentals)
6. Donna M. Dennis (Visitor Center Manager/Outreach Liaison, Clearwater Beach Chamber of Commerce)
7. Laura Lothridge (President, Hospitality Solutions Tampa Bay, LLC)

Memo to Honorable Karen W. Seel, Chair
Tourist Development Council
October 16, 2014
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Please note that all applicants under Section B. above have confirmed on their application that they are electors of Pinellas County.

C. Subject to a final determination by the Board as to whether the applicant meets the requirements to serve, either it could not be determined from the application, or it does not appear that the following applicants are eligible for this vacancy on the TDC:

1. Peter Mitchell, Esq. (President & CEO, Legal Support Services, Inc.)

September 30, 2014



Ms. Linnie Randolph,

It is with great honor and appreciation that I submit my application to renew my seat on the board of the Pinellas County Tourism Development Council. As you know I assumed the seat of Russ Bond and have been on the board since May 2014. As you will see I have ample experience in the Hospitality Industry and tourism field and believe that I can make a difference in assisting with our future marketing.

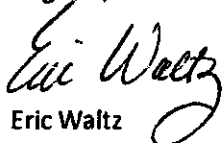
As mentioned in my attached application, I have been in the hospitality field for 23 years. I started in this business as a Room Service Server and worked through the ranks to my current position as General Manager of the Sandpearl Resort. Through the last 23 years I have worked in 12 hotels in 4 different states, predominantly Florida. I have been the General Manager of 4 of those hotels and have been directly involved with the Sales and Marketing of each hotel. In each city where I was a General Manager I was involved with the Convention and Visitors Bureau or other organizations that promote tourism to that area, sitting on the board of 3. I have seen direct results of the efforts put forth by those organizations have been involved in the decision making process. I am currently the President of the Pinellas County Florida Restaurant and Lodging Association.

My current employer, Ocean Properties, owns 40 hotels throughout the state of Florida and has several others under construction. They believe that Pinellas County is one of Florida's hot spots and are heavily investing in the county. Currently under construction is a 230 room full service high end resort called Opal Sands. Other projects include a hotel in Treasure Island as well as another full service hotel in Clearwater Beach. Additionally they own the Residence Inn on Treasure Island. Due to their commitment to this area as well as the contribution to the county bed tax from their properties now and in the future, I believe it makes sense for me to be involved in the Tourism Development Council.

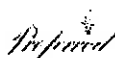
Pinellas County is where I plan to live the rest of my life and raise my young children. I have many reasons to want the best results for the tourism future of this area.

I thank you for your consideration and look forward to hearing from you in the future.

Regards,

A handwritten signature in cursive script that reads "Eric Waltz".
Eric Waltz

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

A logo consisting of the word "Recycled" in a stylized, cursive font, with a small graphic of a recycling symbol above it.
Printed on recycled paper

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: Eric Waltz

Address: 2470 Hickman Circle

City: Clearwater State: Florida Zip: 33767

Phone: 727-674-4151 Cell: 727-692-4565

Email Address: ewaltz@sandpearl.com

Business: Sandpearl Resort Clearwater Beach

Position: General Manager

How many years in this position? 4

Are you currently a Pinellas County resident? Yes ☒ No ☐

Are you registered to vote in Pinellas County? Yes ☒ No ☐

Are you currently serving on any Pinellas County boards, councils or committees?

Yes ☒ No ☐ If yes, please name: Pinellas County FRLA, President

Position on Council:

Hotel/Motel/RV Park Owner/Operator ☒ Tourism related business ☒

If tourism related, please explain how you are involved in the tourism industry:

I am the General Manager of the Sandpearl Resort Clearwater Beach. The Sandpearl is one of the areas only 4-Diamond Resorts.

We host guests from all over the world and have been recognized consistently in several tourism magazines to include

Travel and Leisure as well as Conde Nast Traveller. I work for Ocean Properties Ltd. which owns the Sandpearl. OPL has

another high end resort currently under construction on Clearwater Beach and additional projects planned in Pinellas

County. OPL will be the largest owner of hotel rooms in Pinellas County once Opal Sands opens. I have also been

President of the Clearwater Beach Chamber of Commerce and am a proud member of the Clearwater Regional Chamber of Commerce.

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

I moved to Florida from Ohio in 1992 and have resided in Florida for 19 of the past 22 years. I have lived in Clearwater

for a total of 6 years (2004 to 2006 and 2010 to current). Pinellas county is where I want to stay and raise my kids so I

am very committed to the future success for the entire county. I have a Bachelors degree in Business Management and have

been in the hospitality business for 24 years. I have been on several CVB Boards and understand the importance of tourism and marketing.

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No ☒ _____ If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

10/2014



October 8, 2014

Pinellas County Commission and Tourist Development Council
Visit St. Petersburg - Clearwater Area CVB
8200 Bryan Dairy Road, Suite 200,
Largo, FL 33777.

Attached please find the TDC Application form including a brief summary of hospitality industry experience. I wish to again express my interest in one of the open positions on the Pinellas County Tourism Development Council. Earlier this year I had submitted my application and met with many of the County Commission and TDC members to express that interest. I continue to believe my background, industry experience and passion for hospitality, tourism and Pinellas County could be a benefit to the TDC.

While the five hotels BayStar Hotel Group currently owns and/or operates are primarily business hotels by definition, the three Pinellas County hotels – the Hampton Inn and Suites, Largo; Holiday Inn Express and Suites, Largo; and the Hotel Indigo, Downtown St. Petersburg – serve both corporate and transient tourism market segments. Additionally a significant market like Downtown St. Petersburg deserves to be represented on the TDC by a St. Petersburg hotel owner, and I would hope to balance that interest with both the Mid-Pinellas area (based on BayStar's additional hotel ownership) and a county-wide perspective. A goal would be to offer the TDC representation and entry to the many, non-beachfront, business hotels that may understand the importance of tourism on their revenue line, but may not know how to become more engaged in VSPC activities.

Respectfully Submitted,



George E. Glover
Chairman - CEO
BayStar Hotel Group, LLC
500 N. Westshore Blvd.
Suite 740
Tampa, FL 33609

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: GEORGE E. GLOVER

Address: 104 HARBOR VIEW LANE

City: BELLEAIR BLUFFS State: FL Zip: 33770

Phone: 727-584-6648 Cell: 813-629-4404

Email Address: gglover@baystarhotels.com

Business: BAYSTAR HOTEL GROUP, LLC

Position: CEO, PRINCIPAL

How many years in this position? 14

Are you currently a Pinellas County resident? Yes XX No _____

Are you registered to vote in Pinellas County? Yes XX No _____

Are you currently serving on any Pinellas County boards, councils or committees?

Yes ____ No XX If yes, please name: _____

Position on Council:

Hotel/Motel/RV Park Owner/Operator XX Tourism related business _____

If tourism related, please explain how you are involved in the tourism industry:

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

ATTACHED ON SEPARATE PAGE

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No XX If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

DBPR (DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION) - DIVISION OF HOTELS
AND RESTAURANTS ADVISORY BOARD - VICE CHAIRMAN

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

10/2014

GEORGE E. GLOVER, C.H.A.

CURRENT HOSPITALITY EXPERIENCE

- Owner/Operator – Hotel Indigo - Downtown St. Petersburg, St. Petersburg FL
- Owner/Operator – Hampton Inn and Suites – Largo Central Park, Largo FL
- Owner/Operator – Holiday Inn Express and Suites – Largo Central Park, Largo FL
- Operator – other hotels throughout Florida
- CEO - BayStar Hotel Group, LLC

INDUSTRY, COMMUNITY EXPERIENCE, and EDUCATION

- Chairman, IAHI – the Global Franchisee Association, InterContinental Hotels Group (IHG), 2001 - 2002
- Interim President and CEO, IAHI – global Franchisee Association, IHG, 2004 - 2005
- Chairman, IHG Brand (Holiday Inn Express and Hotel Indigo), Global Loyalty & Rewards Program, and Global Strategy committees
- Board Member, Florida Restaurant and Lodging Association – 2008 - 2014
- Chairman - FRLA Finance and Administration Committee 2010 - 2012;
- FRLA Audit Committee - 2014
- DBPR - Department of Business and Professional Regulation, Division of Hotels and Restaurants Advisory Board - Vice Chair – 2013 – 2017
- Member - St. Leo University - Hospitality Tourism Industry Council
- Member - St. Petersburg College - Hotel, Restaurant Industry Council
- Chairman, Central Pinellas Chamber of Commerce – 2006 – 2007
- Education includes: VMI, Economics; University of Minnesota, Graduate studies, Marketing; Certified Hotel Administrator, American Hotel Lodging Assn.; General Electric "Jack Welch" Leadership Institute; Cornell University - Real Estate Development Program;



300 4th Street North
St Petersburg, FL 33701
727-450-6200

October 10, 2014

Dear Linnie,

It is my pleasure to submit to you my application for a seat on the Tourist Development Council. I understand how important this council is to our community and our ongoing economic growth in Pinellas County. With the last 7 years working within Pinellas County both in Clearwater and St Petersburg, I feel that I am qualified to contribute to the Council and it's effectiveness.

Having held positions in both hotels and restaurants, I have a good perspective of the industry as a whole. As a resident of Pinellas, I also understand the needs of the residents and how we view our lifestyle and diversity. Our community has so much to offer and I want to be a part of its continued growth.

Thank you for accepting my application.

Warm Regards,

A handwritten signature in black ink, appearing to read "Kathy Cablish".

Kathy Cablish

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: Kathy L Cablish

Address: 1010 Central Ave #401

City: St Petersburg State: FL Zip: 33705

Phone: 727-823-3974 Cell: 941-773-8895

Email Address: kathy.cablish@marriott.com

Business: Courtyard by Marriott St Petersburg Downtown

Position: Area General Manager

How many years in this position? 7

Are you currently a Pinellas County resident? Yes ☒ No ☐

Are you registered to vote in Pinellas County? Yes ☒ No ☐

Are you currently serving on any Pinellas County boards, councils or committees?

Yes ☐ No ☒ If yes, please name: _____

Position on Council:

Hotel/Motel/RV Park Owner/Operator ☒ Tourism related business ☐

If tourism related, please explain how you are involved in the tourism industry:

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

Batchelor's degree is from Purdue University with a major in Hotel, Restaurant and Institutional Mgmt- 35 years experience in the industry

Previous positions with Stouffer's Restaurants, Cooper Companies, McKibbin Hotels. Adjunct professor Edison Community College

held positions as general manager, director of sales, training manager, regional director. facilitated 20+ renovations- Past board member The March of Dimes- current board member First Night St. Pete Downtown Partnership member, Working Women Tampa Bay

Working in Pinellas County & having two properties in different areas of the county has allowed me to see the differences as well as how vital tourism is to our community and want to continue to grow the economic base while providing a great quality of life

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No ☒ _____ If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: Barbara Lippert Readey

Address: 420 Capri Way NE

City: St. Petersburg State: FL Zip: 33704

Phone: 727-824-8001 Cell: 303-591-9446

Email Address: barbara.readey@renaissancehotels.com

Business: The Vinoy Renaissance Resort and Golf Club

Position: General Manager

How many years in this position? 6 months in position / 29 years with Marriott

Are you currently a Pinellas County resident? Yes X No

Are you registered to vote in Pinellas County? Yes X No

Are you currently serving on any Pinellas County boards, councils or committees?

Yes No X If yes, please name: Mayor Pier Working Group - completed

Position on Council:

Hotel/Motel/RV Park Owner/Operator X Tourism related business

If tourism related, please explain how you are involved in the tourism industry:

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

Graduated with a BS in Accounting from The Penn State University and have a 29-year career with
Marriott Hotels. Worked at properties throughout the US from Acctg. to the General Manager and served
on a variety of committees from the Metro Denver Hotel Assn. to most recently FRLA in Miami, just to
name a few. Please refer to attached resume for more information on background, work experience, etc.

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No ☒ If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

No.

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

10/2014

Barbara Lippert Readey

420 Capri Way NE
St. Petersburg, FL 33704

(727) 824-8001 (W)
(303) 591-9446 (C)

CAREER GOAL:

To further my overall responsibility in the Americas by obtaining a position as a General Manager for a Resort Hotel so that I can measurably contribute to the preference, profitability, and long-term growth of the Lodging organization.

PROFESSIONAL EXPERIENCE:

March 2014 - Present

**General Manager
The Vinoy Renaissance Resort and Golf Club**

Leading the legendary team as we blend the appreciation for this historic, landmark resort with the hip trends of the next generation traveler. Fully engaged in creating indigenous, intriguing and independent discoveries for the lifestyle traveler. Enhancing the Resort amenities and embracing The Vinoy Club Members.

June 2010 – March 2014

**General Manager
Miami Marriott Biscayne Bay**

Creating sustainable value by more than doubling house-profit dollars (from \$7.4M to \$16.6M) and growing house-profit margin (from 28.5% to 40.5%), while achieving both positive RevPAR Index change and earning double-digit RevPAR Growth each three years in a row! Achieved Associate Engagement Index of 92, the highest in Americas Eastern Region, as well as the highest General Manager Leadership score. Performing at the highest level of the four disciplines of execution leadership approach with 99.9% sustainability index. Grew Guest Satisfaction from 70.8 to 79.0 and Event Satisfaction from 55.5 to 78.5. Upon arrival, successfully navigated a six month extreme renovation while simultaneously repositioning the hotel for future growth and launching a brand new restaurant.

November 2004 – June 2010

**Area General Manager
Denver Marriott Tech Center**

Turned around this hotel by tripling owner's return, from \$2.3M to \$6.9M, achieved five consecutive years of positive RevPAR Index Growth, from 100.2% to 133.0 % and grew house profit margin by eleven points 24.4% to 35.4% during the great recession. Passionately lead with a balanced scorecard approach, Event Satisfaction grew ten points in the last two years while Guest Satisfaction improved five points and Associate Engagement Index realized a five-point gain. Activated the "Clearly Colorado" hotel business positioning at this 29-year old hotel with 628 guest rooms and 45,000 square feet of meeting space.

September 2002 – November 2004

**General Manager
Renaissance St. Louis Hotel – Airport**

Grew RevPAR Index 9.5% and improved Guest Satisfaction 6.5 points during my tenure at this 20-year old, 393-room hotel with 37,000 square feet of meeting space. Enthusiastically engaged leadership style also resulted in one of the lowest labor relationship index scores of 19. Exceeded both sales and profit targets in a challenging market. Successfully renovated guestrooms, lobby, restaurant and bar.

January 2000 – September 2002

Area General Manager
Romulus Marriott Hotel

Exceeded profit goal while falling short of revenue goal at home hotel in an economically challenging year for the lodging industry. Simultaneously, improved Guest Satisfaction Score by three points, earned one of the highest GM leadership scores on AOS, and achieved sixth place in the company on Meeting Planner Satisfaction. Implemented new staffing model that saves half a million dollars annually while sustaining other key metrics. Responsibility included two full-service hotels, a Courtyard by Marriott and Fairfield Inn Hotel.

August 1998 – January 2000

Resident Manager
Director of Operations
Marriott's Lincolnshire Resort

Promoted from Resident Manager to Director of Operations within six months of arrival to "A" size, 25 year old Resort that generates \$41 million in revenue. Lead all traditional rooms and related functional areas, as well as oversaw an 18-hole golf course, Indoor/Outdoor Racquet Center, The Lincolnshire Recreation Club, and maintained 170 acres of landscaped grounds. Personally saved the hotel \$100k in wages by fulfilling Food and Beverage dual role while improving overall Guest Satisfaction six points. Responsible for food and beverage operations of seven restaurants, and lounges, as well as kitchen areas. Associate Opinion Scores on Executive Committee member attributes improved an unprecedented overall average of 12 points.

December 1994 – August 1998

Brand Team Director
Marriott Convention and Resort Hotels
Marriott Hotels, Resorts and Suites

Built brand equity and integrity for Marriott full-service hotels by defining appropriate customer propositions. Set strategic business direction that creates value for all stakeholders. Lead the development of the Balanced Scorecard and the deployment of this strategic management system into the market. Created quality assurance measurement systems, and defined product and service standards that strengthen the Brand positioning and balances guest requirements with growth and profit objectives. Champion of Meeting Excellence Game Plan, including Meeting Rooms 101 & 102, Meeting Planner Survey, Meeting Service Core Deliverables, event management discipline recognition, and Service 2000 core leader. Chairperson of the 1997 and 1998 Worldwide General Managers Conference

May 1993 – December 1994

Director of Service Development

Researched and developed new products and services for full service hotels. Formed alliance with Steelcase Corporation as a team member of the "Room That Works" initiative. Served as project leader of effective meeting room research and supported "1st 10" check-in redesign. Process Management consultant to Catering Redesign project.

August 1989 – May 1993
January 1993 – May 1993

Controller, Bethesda Marriott Hotel
Controller, Gaithersburg Marriott Hotel

Turned around a "red-audit" hotel to be one of the best in the Region within six months. Successfully developed and promoted three hourly associates into management positions. Concurrently managed front office, guest relations and gift shop operations. Maintained dual hotel responsibility. Initiated and led the guidance team utilizing Total Quality Management process.

February 1988 – August 1989

Manager, Property Accounting

Cash flow manager of Marriott Corporation's Hotel Division. Negotiated credit card discount rates, developed standard operating procedures, evaluated management lease agreements.

January 1987 – February 1988
November 1985 – January 1987
August 1985 – November 1985

Asst. Controller, Dallas Airport Marriott
Asst. Controller, Austin Marriott
I.D. Trainee, Pittsburgh Marriott

Managed accounts receivable, accounts payable, general cashier, night audit, and income journal functions. Hired, trained and developed accounting office. Maintained current Asset and Liability Reconciliations. Identified as the systems expert.

AWARDS AND ACCOMPLISHMENTS:

2013	Breakthrough Leadership Award Winner Contos BLT Summit
2013	Chairman of the Board Florida Restaurant Lodging Association (Miami Dade County Chapter)
2012	Talent Leadership Award America's - National Award Winner - Marriott International
2012	Breakthrough Leadership Award America's - Eastern Region Award Winner - Marriott International
2012	House Profit Margin Improvement America's - Eastern Region Award Winner - Marriott International
2012	Talent Leadership Award America's - Eastern Region Award Winner - Marriott International
2012	President Florida Restaurant Lodging Association (Miami Dade County Chapter)
2011	Operations Excellence Award Americas South Region - Marriott International
2011	Best Integrated Marketing and eCommerce Campaign Global Award - Marriott International
2011	Restaurant and Bar Innovation Best in Class Nominee Host Hotels & Resorts
2011-2013	Eastern / South Region Diversity and Inclusion Council Member
2011-2013	NAF/ Academy of Hospitality & Tourism Advisory Board
2011-2013	Sales Transformation Advisory Board
2010-2013	Greater Miami Convention Visitors Bureau – Sales and Marketing Committee
2011	Board of Directors Florida Restaurant Lodging Association (Miami Dade County Chapter)
2010	President Metro Denver Hotel Association
2007-2010	Chairperson, Colorado Marriott Business Council
2006-2010	Officer, Board of Directors Metro Denver Hotel Association
2005-2010	South Metro Denver Convention & Visitors Bureau
2005-2010	South Metro Denver Chamber of Commerce
2008	Outstanding Women Leader in Denver Finalist
2008	Partner in Philanthropy Nominee by Denver Business Journal
2008	Large Hotel Profitability Nominee by Host Hotels & Resorts
2008	Support Cost per Available Room Nominee by Host Hotels & Resorts
2007	Marriott International Supplier Diversity Advocate of the Year – Western Region
2007	Marriott International Quarterly Community Service Award
2007	Entrepreneurial Spirit Award Nominee by Host Hotels & Resorts
2007	Sales and Marketing Large Hotel Award Nominee by Host Hotels & Resorts
2006	Won the Ingenuity Award for all hotels from Host Hotels & Resorts
2006	Best Owner Communication Nominee by Host Hotels & Resorts
2006	Best Support Cost PAR Nominee for Large Hotels by Host Hotels & Resorts
2005	Sales Team of the Year – South Central Region

EDUCATION:

Bachelor of Science in Accounting May 1985
The Pennsylvania State University, University Park, PA

REFERENCES AVAILABLE UPON REQUEST

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: Russell Kimball

Address: 1546 Excaliber Dr.

City: Clearwater State: FL Zip: 33764

Phone: 727-536-1609 Cell: 727-403-6663

Email Address: RKimball@sheratonsandkey.com

Business: Sheraton Sand Key Resort

Position: Executive Vice President / General Manager

How many years in this position? 40

Are you currently a Pinellas County resident? Yes X No _____

Are you registered to vote in Pinellas County? Yes X No _____

Are you currently serving on any Pinellas County boards, councils or committees?

Yes X No _____ If yes, please name: TDC

Position on Council:

Hotel/Motel/RV Park Owner/Operator _____ Tourism related business _____

If tourism related, please explain how you are involved in the tourism industry:

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

I have been involved with the Pinellas County TDC since 1979, and member of TDC since 1985.
Prior DFS Contractor for Marketing, Board Member and past Chair of FRLA from 1978-2014 and
Visit Florida from 1978-2014.

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No ☒ If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

No

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

10/2014



Nancy Longstreth
Director of Sales & Marketing

Hyatt Regency Clearwater Beach Resort & Spa
301 South Gulfview Boulevard
Clearwater Beach, FL 33767

Phone: 727-373-1234
Fax: 727-373-4450
Nancy.longstreth@hyatt.com
www.clearwaterbeach.hyatt.com

September 30, 2014

Dear Sirs,

I am submitting my application for an appointment to the Pinellas County Tourist Development Council to fill the vacant position of - a person who is involved in the tourist industry.

I am interested in the position because I am passionate about our destination and the many opportunities that the tourism industry in our county has to continue to promote itself to the world. I live and work in the county and have enjoyed watching the unprecedented growth in lodging occupancy and room rates over the past 5 years. This is an exciting time for all of us and I am confident that I can fully commit my time to the council. I am also committed to making good, sound decisions in the way we spend our bed tax dollars to ensure continued visitor growth into the future and to benefit all of our partners in the county.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Nancy Longstreth". The signature is written in a cursive, flowing style.

Nancy Longstreth

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: Nancy Longstreth

Address: 301 South Gulfview Boulevard

City: Clearwater Beach State: Florida Zip: 33767

Phone: 727-373-4432 Cell: 727-644-5087

Email Address: nancy.longstreth@hyatt.com

Business: Hyatt Regency Clearwater Beach Resort & Spa

Position: Director of Sales & Marketing

How many years in this position? 13

Are you currently a Pinellas County resident? Yes X No

Are you registered to vote in Pinellas County? Yes X No

Are you currently serving on any Pinellas County boards, councils or committees?

Yes No X If yes, please name:

Position on Council:

Hotel/Motel/RV Park Owner/Operator Tourism related business X

If tourism related, please explain how you are involved in the tourism industry:

I have been working in the tourism industry for 30 years, all of it in the hotel industry. I am very excited and passionate about the
continued growth of tourism and bed tax dollars in Pinellas County. I have been working very closely with Visit St. Petersburg/Clearwater
through cooperative marketing initiatives and public relations efforts since I opened the Hyatt Resort on Clearwater Beach in 2010.
I also volunteered and participated on the VSPC selection committee when the last contract expired with the International
sales/tourism firms in Germany and the United Kingdom that support our county. I currently oversee all of the Sales, Marketing & Public Relations
initiatives for the Hyatt on Clearwater Beach and am very active in many aspects of tourism and attracting visitors to our destination.

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

I have been a Chamber Board Member for the past 22 years, serving in Pittsburgh, Sarasota and now Clearwater where I have held leadership positions on many
committees focusing on tourism, marketing & public relations. I am currently serving in my 5th year on the Clearwater Regional Chamber of Commerce Board
of Directors and sitting on the Executive Committee as co-chair of the tourism committee. I support/sponsor many of the special events in our county and
will add value to the decisions that are made and discussions that take place on the Tourist Development Council. Please consider me for this open seat.

TOURIST DEVELOPMENT COUNCIL APPLICATION

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Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

No

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
13805 58th St., N.
Suite 2-200
Clearwater, FL 33760

02/2014

NANCY LONGSTRETH nancy.longstreth@gmail.com
608 Wells Court - Unit # 302 Clearwater, Florida 33756 (412) 977-9875

CAREER OBJECTIVE

Director of Sales & Marketing / Executive Management – Pursue a position in which I can utilize my skills to maximize revenue and profits.

EXPERIENCE

Hyatt Regency Clearwater Beach Resort & Spa Clearwater, Florida
Director of Sales & Marketing – 2008 to Current

Management/Development Training Programs
2010, 2011, 2012 & 2013 i-Lead Executive DOS Training

Projects & Recognition – Pre-Opening Team
2011, 2012 & 2013 Hyatt Corporate Director of Sales of Year Nominee
2012 & 2013 Hyatt Corporate Sales Team of Year Nominee

Hyatt Regency Sarasota Sarasota, Florida
Director of Sales & Marketing – 2005 to 2008

Park Hyatt Philadelphia Philadelphia, Pennsylvania
Director of Sales & Marketing – 2003 to 2005

Management/Development Training Programs
2004 Mastering Peak Performance, RMS Training

Hyatt Regency Pittsburgh Int'l Airport Pittsburgh, Pennsylvania
Associate Director of Sales - 2002 to 2003
Senior Sales Manager – 2000 to 2002

Management/Development Training Programs
2002 Upward Bound, Professional Sales Negotiations (PSN)
2001 Professional Selling Skills (PSS), Interaction Management 1-5

Projects and Recognition
2000 Pre-opening team for new Hyatt Hotel.
2001 Sales Manager of the Year Nominee, Leadership Award of Excellence (4th Quarter)
2002 Outstanding Production Achievement Award

American Property Management/Radisson Hotel Green Tree Pittsburgh, Pennsylvania
Senior Sales Manager – 1999 to 2000

Projects and Recognition
1999 Participated in the conversion of hotel from Marriott to Radisson.

Interstate Hotels Corporation/Marriott Green Tree Pittsburgh, Pennsylvania
Business Transient Sales Manager – 1998 to 1999
Executive Meeting Manager – 1997 to 1998
Outlet Manager – 1993 to 1997
Front Desk Manager – 1992 to 1993

Management/Development Training Programs

- 1999** Marriott Business Transient Sales Management Program
1998 Professional Selling Skills
1997 Allegheny County Food Certification Program, Seven Habits Advanced Applications, Document Management for Word Perfect 6.1.
1995 Leadership and Team Development, Seven Habits, Principal Centered Leadership (Stephen Covey)
1994 Career Development, Managing Interpersonal Relationships
1993 Select the Best, Fair Employment Practices, Intro to Interstate Management, Stress Management, Communication Concepts, How to Maintain Non-Union Status, Business Writing
1992 Empowerment, Accounting 101, Property Management Systems (PMS), Supervisory Development

Corporate Projects and Recognition

- 1999** Marriott Gold Circle Award- Bronze and Silver Levels
1998 Outstanding Sales Achievement Award, Marriott Gold Circle Award -- Bronze and Silver Levels

1999 - 1993

- Quality Team Member -- Guest Service Team Captain
1993 Manager of the Quarter
1992 Front Desk Computer Conversion from Wang System to IBM 3151, Installed PMS

Red Roof Inns Inc.

Pittsburgh, Pennsylvania

- General Manager -- 1986 to 1992
Assistant General Manager -- 1985 to 1986
Front Desk Supervisor - 1983 to 1985

Management/Development Training Programs

- 1992** Empowerment
1990 Host Computer System Management
1989 Yield Management and Flexible Pricing
1987 Interaction Management
1986 Behavioral Interviewing

Corporate Appointments and Recognition

1988, 1989, 1991

Red Roof Inns Corporate Management President's Council/Advisory Board

1989, 1990, 1991

- Individual Hospitality Star Awards
1990 Outstanding Sales Achievement Award
1988 Penny for Your Thoughts Award (Outstanding contribution to operational efficiency)

EDUCATION

Fashion Institute of America, a Division of The Art Institute of Fort Lauderdale

3000 East Las Olas Boulevard Fort Lauderdale, Florida 33316

- Dates of Attendance: 1978 -- 1979
Course of Study: Merchandising/Management
Degree: Associate of Science Degree

Duffs Business Institute

110 Ninth Street Pittsburgh, Pennsylvania 15226

- Dates of Attendance: 1977-1978
Course of Study: Merchandising
Honors: Deans List, Work-Study Program, New York Study Program

EXTRA ACTIVITIES

Clearwater Downtown Partnership

- Executive Advisory Board, 2011 & 2012

Clearwater Regional Chamber of Commerce

- Appointed to the Hospitality Sales & Marketing Committee
- Board of Directors: Elected to a 3-year term / 2010, 2011 and 2012
- Board of Directors: Elected to another 3-year team / 2013, 2014 and 2015
- Executive Committee Board / Co-Chair Clearwater Tourism Committee

Sarasota Convention & Visitors Bureau

- Appointed position on the SCVB Marketing Committee – 3 year term

Sarasota Chamber of Commerce

- Appointed position on the International Business Council – 2 year term

Pittsburgh Airport Area Chamber of Commerce

- Board of Directors: Elected to a 3-year term, 1992, 1993 and 1994
- Travel Committee Chairperson
- Public Relations Committee, Co-Chairperson

Other Work Affiliated Organizations

- Pittsburgh & Philadelphia Business Travel Association
- Meeting Planners International
- Pittsburgh Technology Council
- Philadelphia Hotel Association, Convention Committee

StarLite Cruises

A DIVERSE LINE OF PASSENGER VESSELS

We have a cruise for you

October 10, 2014

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 is coming to an end. 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 33rd 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. I am currently contemplating the start-up of a sixth operation that would embark from a south county location. This geographic diversity commands me to take a countywide perspective when dealing with issues affecting our industry. 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 made valuable contributions with regard to some delicate issues that have been brought before the TDC. I believe that one of my strongest attributes is that I have a thorough understanding of our County Tourism Plan. I have assisted in crafting its rewrite and have a firm knowledge of further revisions that must be made in anticipation of new funding requests as the debt service on Tropicana Field is satisfied.

Pinellas County has experienced a great deal of success in the tourism industry and it seems that we are as strong as we have ever been. Though, as you know, we do still face some challenges ahead. As we go through the process to determine who will be our next CVB director, whether we promote David from within or bring a new professional from the market, maintaining an experienced board will prove to be most beneficial in this time of transition. I am hopeful that the BCC allows me to continue my service and would consider it a great privilege to do so.

Thank you for the consideration. As said, support from the BCC would be greatly appreciated.

Sincerely,



Phil M. Henderson, Jr.
President/CEO

Cruising St. Petersburg/Clearwater Since 1986

STARLITE DINING YACHTS ★ CALYPSO QUEEN ★ SEA LIFE SAFARI ★ DOLPHIN RACER

25 Causeway Blvd., Slip #58, Clearwater, Florida 33767 • 727.462.2628 • Nationwide 800.444.4814
www.StarLiteCruises.com • Info@StarLiteCruises.com • Fax 727.446.4814

PHIL M. HENDERSON, JR.

PROFESSIONAL BIOGRAPHY AS OF OCTOBER 2014

PROFESSIONAL SUMMARY

1978-1982 Attended the University of Colorado and earned a Bachelor of Science degree in Business Administration with double area of emphasis in Finance and Marketing.

1982-Present Employed by family owned companies providing service in the passenger vessel industry.

1982-1985 Captain, Assistant Manager & Corporate Treasurer – Anderson Bay Cruises, Inc. d.b.a. Capt. Anderson II, Dinner Cruise.

1986-Present President and CEO, StarLite Princess, Inc. originally operating the StarLite Princess Riverboat (1st vessel of StarLite Cruises) As of Jan. 2013, this corporation has replaced FWCC (see below) as the StarLite Cruises management company.

1996-Present Vice President, Anderson Bay Cruises, Inc. Retired the Capt Anderson II and introduced the StarLite Majesty Dining Yacht operating in Clearwater, FL.

1997-Present President and CEO of Florida West Coast Cruises, Inc. (FWCC) d.b.a. StarLite Cruises. Founded to provide management and sales services and bring economies of scale to the two existing operations.

1998-Present Founded the Sea Life Safari nature cruise under FWCC in partnership with the Clearwater Marine Aquarium. Managed by StarLite Cruises

2004-Present Founded the Dolphin Racer Speedboat and Dolphin Watch cruise under FWCC, currently operating in South Pasadena, FL. Managed by StarLite Cruises.

2006-Present President, PJS Cruises, Inc. d.b.a. Calypso Queen Tropical Party Cruise, currently operated in Clearwater, FL. Managed by StarLite Cruises.

2012- Present Purchased/added 2nd vessel to Sea Life Safari operations.

2012-Present Founded the StarLite Sapphire Dining Yacht, purchased under FWCC, based in South Pasadena, FL .

Continued next page

TOURISM INDUSTRY INVOLVEMENT VIA BOARD LEVEL APPOINTMENT

Tampa Bay Beaches Chamber of Commerce:

- 1987-1988** President, original Gulf Beaches Chamber of Commerce
- 1988-1991** Executive Committee of the Board of Directors for the Gulf Beaches on Sand Key Chamber of Commerce
- 1998-1999** Executive Committee of the Board of Directors, Vice President of Tourism and Chairman of the Tourism Committee

Passenger Vessel Association:

- 1991-1996** Chairman, Southeastern Region

Discover Florida Suncoast, Inc., The former Direct Sales Arm of the Pinellas County CVB:

- 1992-1998** Board of Directors

SKAL International – Professionals in Tourism, Tampa Bay Chapter:

- 1994-1996** Board of Directors
- 1998-2006** Executive Committee of the Board of Directors
- 2002-2003** President

Pinellas County Tourist Development Council (TDC), d.b.a. Visit St. Petersburg/Clearwater (CVB):

- 2002-Present** Board of Directors

Clearwater Jazz Holiday Foundation:

- 2008-2012** Board of Directors
- 2011-2012** Executive Committee – Chairman of Revenue & Tourism working group
- 2013-Present** Moved to non-voting Advisor to the Board of Directors and Executive Committee as a requirement to remain on the Pinellas County TDC

Jolley Trolley, Inc.

- 2012-Present** Board of Directors

TOURISM INDUSTRY INVOLVEMENT THROUGH ACTIVE MEMEBERSHIP

- Pinellas County Chapter of the Florida Restaurant and Lodging Association**
- Visit Florida – Founding Partner, Visit Tampa Bay – Hillsborough County CVB**
- Clearwater Regional Chamber of Commerce, Clearwater Beach Chamber of Commerce**
- Tampa Bay Beaches Chamber of Commerce**
- National Tour Association, American Bus Association, Student/Youth Travel Association**
- Meeting Planners International (via staff appointment)**
- National Association of Catering Executives, NACE (via staff appointment)**

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: Phil M. Henderson, Jr.

Address: 2173 Louisa Dr.

City: Belleair Beach

State: FL

Zip: 33786

Phone: 727-450-3319

Cell: 727-410-8420

Email Address: Phil@StarLiteCruises.com

Business: StarLite Cruises

Position: President/C.E.O.

How many years in this position? 28 Years

Are you currently a Pinellas County resident? Yes ☒ No ☐

Are you registered to vote in Pinellas County? Yes ☒ No ☐

Are you currently serving on any Pinellas County boards, councils or committees?

Yes ☒ No ☐ If yes, please name: Tourist Development Council

Position on Council:

Hotel/Motel/RV Park Owner/Operator ☐ Tourism related business ☒

If tourism related, please explain how you are involved in the tourism industry:

StarLite Cruises manages and operates six passenger vessels in North and South Pinellas County.

The StarLite Majesty Dining Yacht, the Calypso Queen and Sea Life Safari (Island Explorer and Island Explorer II) operate from the

Clearwater Beach Marina. The StarLite Sapphire Dining Yacht and the Dolphin Racer Speedboat operate from their home port in

South Pasadena. All of these vessels combined provide cruise services services to over 150,000 passengers per year, the

majority of which are visitors to Pinellas County. With the exception of Key West, StarLiteCruises operates the largest fleet of tourist

related passenger vessels in the Southeastern region of the United States.

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

Please see my Professional Biography attached

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No ☒ _____ If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

Clearwater Jazz Holiday Foundation Board - serve on the advisory board, a non-voting, advisory
only board position

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

10/2014

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: DOREEN L. MOORE

Address: 13019 BOCA CIEGA AVE.,

City: MADEIRA BEACH State: FL Zip: 33708

Phone: 727-393-2534 Cell: 727-638-2340

Email Address: doreen@trsinc.com

Business: Travel Resort Services, Inc. - TRS

Position: President/Owner

How many years in this position? 25 years

Are you currently a Pinellas County resident? Yes X No

Are you registered to vote in Pinellas County? Yes X No

Are you currently serving on any Pinellas County boards, councils or committees?

Yes X No If yes, please name: Creative Pinellas

Pinellas County Economic Dev. Council

Position on Council:

Hotel/Motel/RV Park Owner/Operator X Tourism related business X

If tourism related, please explain how you are involved in the tourism industry:

Owner/Operator of Travel Resort Services, Inc., a resort management
company representing over 400 properties located in Pinellas County.

From Coconut Villas in Dunedin, Blue Waters in Treasure Island, to
Madeira Bay Resort, Spa & Marina and others located in St. Pete Bch.

Gross rental revenue in excess of \$5M, bringing annually over 20,000
visitors to our area and generating over \$250,000 in Tourist Tax
to Pinellas County.

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

See Resume attached

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No X If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

Not at this time

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

10/2014

DOREEN L. MOORE

13019 Boca Ciega Avenue
Madeira Beach, FL 33708
(727)393-2534
doreen@trsinc.com

BUSINESS EXPERIENCE

Total Realty Services, Inc.

- Formed company in 1985 to represent sales and development clients

Travel Resort Services, Inc.

- Offers resort vacation rentals in condominiums and homes
- Specializes in Condo/Resort full service management

COMMUNITY INVOLVEMENT

- Pinellas County Tourist Development Council, 2004 – 2012
- Tampa Bay Beaches Chamber of Commerce Chairperson – 2003
Board member 1988 – present
- Pinellas County Economic Development Council, 2007 – present
- Creative Pinellas Board Member, 2010 - present
- Commissioner, City of Madeira Beach, 2000-2004
- Pinellas County Sheriffs Community Policing Institute Graduate, 2000

BACKGROUND

- Native of St Petersburg, Pinellas County, Florida
- Graduate of Northeast High School and St Petersburg College



CrissCross Tours & Travel, Inc.

October 7, 2014

Linnie Randolph
Special Projects Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Road
Suite 200
Largo, Florida 33777

Dear Linnie,

Thank you for the invitation to apply for a board position with the Pinellas County Tourist Development Council. I am very interested in serving on this board for several reasons. As a resident of Pinellas County since 1977, I have seen the vast transition of this area from a sleepy beachside community to a thriving, growing community which is striving to have and be the best that Florida has to offer. As part of that transition, I started CrissCross Tours & Travel, Inc. with my husband and partner in 1990. We have grown and transitioned, much the same as the county, and have broadened our horizons to be a global company that has a wealth of knowledge and experience in the Tampa Bay area that we offer to our inbound USA visitors. With this, I have gained an insight to what visitors are looking for when coming to the area as well as how to have them as repeat visitors to the area (and some becoming residents).

As a resident and mother in the Pinellas area, I have served in multiple volunteer duties with many different organizations and have participated in many of the community sponsored activities that Pinellas has to offer. I have seen the needs grow and change and could offer valuable input for the specific needs of visiting couples and families.

Overall, I can offer a very balanced and fair opinion on the Tourist Development Council and I look forward to the opportunity to serve. I appreciate your consideration.

Sincerely,

Robin G. Goris

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: Robin G Goris

Address: 2729 State Road 580

City: Clearwater State: FL Zip: 33761

Phone: 727-725-4595 Cell: 727-415-5659

Email Address: robin@crisscrossstvl.com

Business: CrissCross Tours & Travel, Inc.

Position: Vice-President

How many years in this position? 24+ years

Are you currently a Pinellas County resident? Yes ☒ No ☐

Are you registered to vote in Pinellas County? Yes ☒ No ☐

Are you currently serving on any Pinellas County boards, councils or committees?

Yes ☐ No ☒ If yes, please name: _____

Position on Council:

Hotel/Motel/RV Park Owner/Operator ☐ Tourism related business ☒

If tourism related, please explain how you are involved in the tourism industry:
I manage and run a tour operator and travel agency in Clearwater for hte last 24+ years.

We are in inbound operator specializing in promoting international tourists to the
St/ Pete/Clearwater area. We are also a full-service travel agency with a particular
focus on corporate travel as well as meetings & incentives travel.

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

I have a bachelors degree in management from Eckerd College. I have managed my agency with my partner
and husband for the last 24+ years. I hold many certifications in my industry including ARC, ASTA, Marriott, Starwood, Royal Caribbean, Princess, Disney, etc.

I am involved in several youth sports organizations in the area in varying volunteer capacities.

I am a member or have been in STIA, ASTA, TBBTA, FRAMCO, Clw. Chamber of Commerce, German-American Chamber of Commerce, WIN & Tampa Chamber of Commerce.

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No ☒ If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

None

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

10/2014

Robin Goris
5544 Stallion Lake Dr., Palm Harbor FL 34685
727-415-5659
robin@crisscrossstvl.com

CORPORATE TRAVEL MANAGER/INCOMING TOUR MANAGER

Profile

- More than 20 years' successful experience in travel agency sales, administration, booking, ticketing, IAR reconciliation, customer service and support with recognized strengths in account maintenance, problem-solving and troubleshooting, sales staff support, and planning/implementing proactive procedures and systems to avoid problems in the first place.
- Mastery of Amadeus GDS, fully proficient in all aspects.
- Particular focus on corporate travel reservations, enjoy the fast paced needs of the corporate traveler.
- Meeting/Event planning for small (15-20 pax) to large groups (over 500+)
- Development & maintenance of corporate travel policies for multiple companies
- Implemented online booking capabilities for corporate clients and trained staff on how to use
- Established supplier contracts for corporate clients
- Possess solid computer skills.
- Monitor compliance of corporate travel policy for each corporate client
- Excellent working knowledge using Microsoft Excel, Microsoft Word, Powerpoint, Outlook, etc.
- Ability to train, motivate, and supervise customer service employees if needed.
- A team player, acknowledged as "Total Quality Customer Service Professional."
- Creation, maintaining of customer profiles to ensure accuracy in bookings.
- Seamless bookings and great ability to handle emergency situations. Calm under pressure of time constraints.

Synopsis of Achievements

- 100% customer retention.
- Certified in Amadeus
- Certified in ARC-IAR
- Certified as specialist for various including Marriott, Royal Caribbean, Australia, Italy, etc

Employment

<i>CrissCross Tours & Travel, Inc, Clearwater FL</i>	<i>1990 - Present</i>
Travel Agent/Manager	
<ul style="list-style-type: none">• Responsible for more than 75 individual and corporate accounts.• Responsible in opening new accounts and upgrading existing service.• Quickly and effectively solve customer challenges.• Maintain quality control/satisfaction records, constantly seeking new ways to improve customer service.	

Education

<i>Eckerd College, St. Petersburg, FL</i>	<i>1990</i>
Bachelor of Arts: Business Administration/Management	
 <i>Shorecrest Preparatory School, St. Petersburg FL</i>	 <i>1986</i>

References Furnished Upon Request

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: Armand DeBerzzinae

Address: 1500 Maple Street

City: Clearwater

State: FL

Zip: 33755

Phone: 727-433-5601

Cell: 727-433-5601

Email Address: ad4eagle@gmail.com

Business: Fun Ride Rentals

Position: General Manager

How many years in this position? 10

Are you currently a Pinellas County resident? Yes X No

Are you registered to vote in Pinellas County? Yes X No

Are you currently serving on any Pinellas County boards, councils or committees?

Yes No X If yes, please name:

Position on Council:

Hotel/Motel/RV Park Owner/Operator Tourism related business X

If tourism related, please explain how you are involved in the tourism industry:
We rent bicycles, scooters, Mobility scooters, Beach Wheelchairs and small scooter cars.
We are located on Clearwater Beach.

I am involved in other activities and provide tourism about Clearwater Beach and other things to do, for example visit the Marine Aquarium, go see Pinellas, Blue Jays, Tarpon, etc. play - etc.

xWe take our equipment a volunteer for 5 days all for free to St Pete Sanding Ovarions every year.

We volunteer and work the Jazz Festival VIP section every year.

We promote all festivals and events on all Pinellas Beaches. Promote and send everyone who rents bikes from us down the Pinellas Trail.

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

I am a retired CEO of a large industrial company, I have a Masters Degree in Business Management.

I am also a retired Army Officer, I have been trained in many leadership capacities.

A good leader takes charge of assignments, recognizes need changes or improvements and finds a method to affect the outcome,

a good leader is also a good team member pulling in a direction to benefit the team. I am a volunteer policeman for the City of Clearwater.

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No X If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

No

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

10/2014

*Thank you for this
opportunity & also for your
consideration of my application.*

Sincerely

Armand DeBeyzer

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: DONNA M. DENNIS

Address: 298 SKIFF PT #401

City: CLEARWATER State: FL Zip: 33767

Phone: 727-447-7380 Cell: 313-443-2587

Email Address: dennis33@hotmail.com

Business: CLEARWATER BEACH CHAMBER OF COMMERCE

Position: VISITOR CENTER MANAGER / OUTREACH LIAISON

How many years in this position? 3

Are you currently a Pinellas County resident? Yes ☒ No ☐

Are you registered to vote in Pinellas County? Yes ☒ No ☐

Are you currently serving on any Pinellas County boards, councils or committees?

Yes ☐ No ☒ If yes, please name: _____

Position on Council:

Hotel/Motel/RV Park Owner/Operator _____ Tourism related business _____

If tourism related, please explain how you are involved in the tourism industry:

I WORK WITH VISITORS FROM ALL OVER THE WORLD, MARKETING PINELLAS CO & CLEARWATER BEACH. I WORK WITH MEMBER BUSINESSES PROVIDING SUPPORT, NETWORKING TO ASSIST WITH THEIR NEEDS & MORE. I RECRUIT, TRAIN & SCHEDULE STAFF, SPEAK TO GROUPS ABOUT THE AREA, & WRITE ARTICLES ABOUT THE AREA FOR THE COFC NEWSLETTER & ALLEGIANTE AIRLINE'S MAGAZINE.
State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

ORIGINALLY FROM SE MICHIGAN, I WAS A H.S. & COLLEGE ENGLISH TEACHER. I'VE LIVED IN CLEARWATER FOR 10 YRS; 4 YRS FULL-TIME. AFTER BECOMING A VOLUNTEER AT THE CLEARWATER BEACH CHAMBER, I WAS HIRED TO AN EVER-EXPANDING ROLE. I'M ALSO ACTIVITIES DIRECTOR AT CHAPEL-BY-THE-SEA AND A PARTICIPANT IN THE CLEARWATER CITIZENS' LEADERSHIP ACADEMY. 1st VP OF DEM WOMEN OF PINELLAS CO.

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No ☒ If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

No

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

10/2014

Laura Lothridge
10105 119 Way
Seminole, FL 33772

October 9, 2014

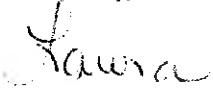
To the Board of Pinellas County Commissioners:

I would like to submit my name to the Tourist Development Council for appointment to the Tourism Related position.

I've been a resident of Pinellas County for over 30 years and have been involved in local tourism for the last seven years. I feel that I could bring a fresh perspective to the council as the owner/operator of a small tourism business located in Pinellas County. I'm very passionate about Pinellas County and would appreciate the opportunity to serve the community as a member of the TDC.

Thank you for your time in considering my application. I hope to meet with you soon!

Sincerely,



Laura Lothridge
lothridge.laura@gmail.com
727-776-8199

Laura Lothridge

10105 119 Way, Seminole, FL 33772 (727) 776-8199

St Petersburg College - A.S. Business Management/Marketing

HOSPITALITY SOLUTIONS TAMPA BAY, LLC

President: October 2012 – present

- Owner, Tampa Bay Yacht Charter, Vinoy Marina – 20 Passenger USCG Certified Motor Yacht.
- Business Development: Develop and implement growth opportunities through canvassing and outside sales. Build relationships and perform site inspections; navigate client through booking process.
- Sales Representation: Represent clients at industry travel shows, consumer shows, sales missions and sales calls.
- Tourism Marketing – Social Media, Internet Marketing, Direct Marketing
- Destination Management Assistance: Assist DMC with contracted events (Team Building, Step-On Guides, Event Concierge)
- Current Clients: Yacht StarShip, BayStar Hotel Group, Eventions of Florida
- Past Clients: Skai International Tampa Bay, StarLite Cruises, Basque Experience

STARLITE CRUISES

Director of Sales: February 2011 – October 2012

- Develop a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability.
- Cultivate and manage relationships with wholesale tour operators, online travel partners, local hotels and corporate partners.
- Book and detail new group business/events: local meetings, conventions, fraternal organizations, social events. Follow-up on past events for future prospects.
- Prospect new corporate/group business through a variety of techniques.
- Create content, manage, and analyze social media sites.
- Mine and organize customer data base; create and analyze email campaigns through Constant Contact.
- Work closely with the CVB in Pinellas and Hillsborough to participate in media promotions, trade shows, business opportunities, and FAM trips.
- Represent StarLite Cruises at Industry trade shows, conventions, and community events.
- Proficient with all Microsoft Office products, Salesforce, Constant Contact, Hootsuite.

THE CLUB AT TREASURE ISLAND

Director of Membership Sales & Services: August 2010-December 2010

- Responsible for marketing club memberships through targeted mailings, outbound calls, referrals, lists/publications, and event marketing. Tracked all prospective membership information, activity, and communications in Salesforce.com
- Served as project manager to advertising agency during creation of new website, including sales collateral, print advertisements, and media buying.
- Created and implemented a member services plan including: custom member profile and database, members-only website, new member connect program, event calendars and displays, improved member communications.
- Trained and supervised the Member Services Coordinator (1), Concierge Manager (1), Lobby Receptionists (6), and Special Event Personnel (4).
- Maintained all membership files, processed payments, answered account inquiries, collected on delinquent accounts; worked closely with accounting on monthly reconciliation of dues; analyzed membership to target top spenders and dormancy

Laura Lothridge (continued):

- Club representative for Tampa Bay Society.
- Organized membership open houses, new member socials, member outings and functions.
- Created and distributed email blasts for event functions.
- Present and assisted at all club functions, managing event ticket sales/check-ins for concerts and promoting membership opportunities to non-members.
- Assisted GM by performing MOD responsibilities in his absence and on weekends.

SEMINOLE LAKE COUNTRY CLUB

Director of Sales & Marketing: November 2007-January 2011

- Managed hotel/resort and corporate accounts, soliciting individual and group business.
- Solicit, sold and serviced charity tournaments, corporate events, wedding & banquets.
- Managed the hotel referral program for front desk personnel and concierges.
- Planned and executed marketing strategies to increase business from hotels, wholesalers, and online distribution networks.
- Designed direct mail and marketing materials for outside play, promotional events, tournaments, and wedding/banquet sales.
- Responsible for website, ensuring all pages were current and reflective of the organizations vision and offerings.
- Created marketing reports based on analytical data from website
- Project manager for Jonas Club software and automated tee time vendor interfaces.
- Responsible for building and maintaining various e-marketing databases, creating e-mail campaigns to generate business, and the analysis of each campaign.
- Responsible for social marketing efforts to promote the club and its offerings.
- Represented club at community events. Attended functions and participated in Pinellas County CVB and Chamber events, Bay Area Concierge meetings; Treasurer for Skål International Tampa Bay, as well as Region IV Congress Chair (2009).

CONTINENTAL AIRLINES –

Customer Service Manager, Reservations-Executive Accounts Desk, Relief Operations Analyst: January 1999-April 2010

- Handled incoming sales and service-related phone calls from executive/high-yield accounts.
- Utilized customer service and sales techniques to effectively address customer needs.
- Maintained statistical excellence in all areas to support productivity goals.
- As needed, filled in as Relief Operations Analyst, which monitored and analyzed staffing and service levels, and acted as an agent-management liaison.
- Assisted in OJT training of new hires for domestic sales

TRAVEL PLANNERS INTERNATIONAL –

Corporate & Leisure Agent: Executive Meeting Planner: June 1998-August, 2004

Primary travel consultant to the National Forensic Science Technology Center and Forensic Quality Services, located in Largo

- Arranged domestic and international travel for employees and consultants traveling on company business.
- Coordinated and arranged group travel for team audits across the United States.
- Performed site inspections and negotiated contracts for executive to mid-size events.
- Negotiated discounts with airlines, hotels, and car rental agencies. Arranged accompanying persons programs (domestic and international meetings).
- Booked leisure travel (cruises and vacation packages) for employees.

TOURIST DEVELOPMENT COUNCIL APPLICATION

Name: Laura Lothridge

Address: 10105 119 Way

City: Seminole State: FL Zip: 33772

Phone: 727-776-8199 Cell: 727-776-8199

Email Address: lothridge.laura@gmail.com

Business: Hospitality Solutions Tampa Bay, LLC

Position: President

How many years in this position? 2 years

Are you currently a Pinellas County resident? Yes ☒ No ☐

Are you registered to vote in Pinellas County? Yes ☒ No ☐

Are you currently serving on any Pinellas County boards, councils or committees?

Yes ☐ No ☒ If yes, please name: _____

Position on Council:

Hotel/Motel/RV Park Owner/Operator ☐ Tourism related business ☒

If tourism related, please explain how you are involved in the tourism industry:

Through my company, Hospitality Solutions Tampa Bay, I provide business development and sales management services for Yacht StarShip in Pinellas County. Additionally, I manage the social marketing efforts for the Bay Star

Hotel Group with properties in Largo and St. Petersburg. Recently, my husband and I recently purchased a 20-passenger

vessel and now operate a crewed yacht charter business at the Vinoy Resort Marina in St. Petersburg. Being a

Pinellas County resident for over 30 years, and active in the local tourism industry for the last 7, I have a demonstrated interest

in the continued success of our local tourism efforts and would welcome the opportunity to be of service to Pinellas County. Thank you.

State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

St. Petersburg College, A.S. Business Management

Skal Tampa Bay, Past President (International Hospitality Organization); Various Chamber Memberships through Yacht StarShip

Travel Planners International Agent (1996-2004); Continental Airlines Customer Service Manager (1999-2010);

Various Golf & Yacht Clubs (2007-2011); StarLite Cruises (2011-2013); Yacht StarShip (2013-present)

TOURIST DEVELOPMENT COUNCIL APPLICATION

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes _____ No x If yes, please explain:

Do you serve on any state, regional or local government boards, councils or committees? If yes, please list:

Not at this time

Email applications to Linnie@visitspc.com or mail to:

Linnie Randolph
Special Project Manager
Visit St. Petersburg/Clearwater
8200 Bryan Dairy Rd.
Suite 200
Largo, FL 33777

10/2014



Boards, Councils and Committees Application

This application applies to citizens that are appointed to boards, councils or committees under the purview of the Board of County Commissioners by individual county commissioners or the County Commission as a whole.

Please read the **Important Information** section at the end of this application. If you agree to the terms, you may fill out the form electronically, print the hard copy form and submit with your signature and date. You may also submit by email to committees@pinellascounty.org.

I am applying for membership on the Tourist Development Council.

1. Name: Peter Mitchell Esq.
Home Address: 444 Waterford Cir W
City: Tarpon Springs State: Fl. Zip Code: 34688
Home Phone: 727-808-6390 Home Fax: _____
Home Email: jpetermlaw@aol.com
Mailing Address: 444 Waterford Cir. W
City: Tarpon Springs State: Fl. Zip Code: 34688
2. Are you currently a Pinellas County resident? Yes ☒ No ☐ If yes, for how long? 12 yr
3. Are you registered to vote in Pinellas County? Yes ☒ No ☐
4. Occupation: Attorney (Semi retired)
Title: President & CEO

5. Name of Business: Legal Support Services, Inc
Business Address: 444 Waterford Cir W
City: Tarpon Springs State: Fl. Zip Code: 34688
Business Phone: 727-808-6390 Business Fax: _____
Business Email: jpetermlaw@aol.com

6. State your background, including your education and work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee:

Juris Doctorate Degree, Seaton Hall School Of Law, Newark New Jersey 01710, 1982, Bachelor Of Science, Political Science, College Of The Holy Cross Worcester Mass, 01610 1978. High School Diploma Fairmont Height High School. 1401 Nye St, Capital Heights Md. 20743 1974.

7. Are you currently serving on any Pinellas County boards, councils or committees?
Yes ☐ No ☒ If yes, please name:

8. Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County? Yes ☐ No ☒ If yes, please explain:

9. Do you serve on any state, regional or local government boards, councils or committees?
If yes, please list:
No

YOU MAY PROVIDE A RESUME IN LIEU OF COMPLETING AN APPLICATION BY UPLOADING YOUR RESUME. PLEASE MAKE SURE YOU HAVE PROVIDED THE INFORMATION IN QUESTIONS 2, 3, 6, 7, 8, AND 9 ON THE APPLICATION IF NOT INCLUDED ON YOUR RESUME.

The Pinellas County Commission strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:

Important Information

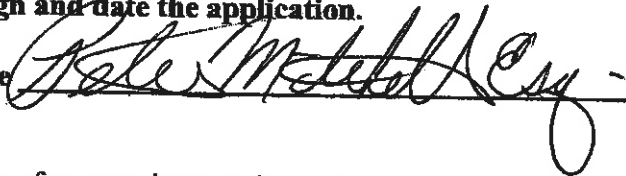
Be advised that:

1. Membership on certain boards, councils or committees may have specific membership requirements, require an invoice of financial disclosure and/or require the submission of other information.
2. This application form, when completed and filed with Pinellas County, is a public record under Chapter 119, Florida Statutes and is open to public inspection.
3. Resumes may be included, but the application **must** be completed in order to be considered. You may use additional pages if necessary. The applicant is responsible for keeping the information on the application current.

I understand the responsibilities and commitment of time associated with an appointment to a Pinellas County board, council or committee.

By clicking and submitting by email you have electronically signed this application and confirmed that the information provided is true and factual. If printing and mailing, please sign and date the application.

Signature



Date 10-03-14

Thank you for your interest in serving on a board, council or committee for Pinellas County government. All board, council and committee meetings are open to the public. You are encouraged to attend a meeting to learn more about the duties of a member or the work of the board, council or committee in which you are interested.

If you have any questions regarding the completion and submission of this application or the duties and scope of responsibilities of the specific board, council or committee in which you are interested, contact the staff representative mentioned in the advertisement or listed in the committee listing.

Submit Form