

MOTIONS PASSED AT THE COMBINED BOARD MEETING, JANUARY 14, 2020

1. Combined: Approved the minutes from November 12, 2019. **Griffitts/Phillips**
2. Combined: Approved to table appointment of ninth Board Member. **Wilkes/Griffitts**
3. Combined: Approved to table the election of officers. **Wilkes/Griffitts**
4. Combined: Approved the Consent Agenda:
Item A - APTIM Coastal Planning & Engineering, Inc. Invoice #474379-RI-00631 and Invoice #473246
Item B - Anchor CEI Invoice #312 and #318
Item C - Joint-Use Agreement with Bay District Schools
Item D – CVB/TDC September 30, 2019 Financial Statement
Griffitts/Chester

COMBINED BOARD MEETING
Bay County Tourist Development Council
Panama City Beach Convention & Visitors Bureau, Inc.
Panama City Beach

Tuesday, January 14, 2020

9:00 a.m.

Council Room, PCB City Hall

Board Members Present:

Buddy Wilkes, Chairman
Phil Chester, Vice Chairman
Andy Phillips
Phillip Griffiths, Jr.
Mike Thomas
Steve Bailey

Board Members Absent:

Clair Pease
Gary Walsingham
Yonnie Patronis, Treasurer

I. CALL MEETING TO ORDER

Chairman Buddy Wilkes called the meeting to order at 9:00 a.m.

II. ROLL CALL

There were six members present, three absent.

A. Invocation

Mr. Chester gave the Invocation.

B. Pledge of Allegiance

Mr. Phillips led the Pledge of Allegiance.

C. Approve Minutes from November 12, 2019

Mr. Griffiths moved; seconded by Mr. Phillips, to approve the Minutes.

Motion passed by the following unanimous vote:

<i>Mr. Phillips</i>	<i>Yes</i>
<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>
<i>Mr. Bailey</i>	<i>Yes</i>
<i>Mr. Wilkes</i>	<i>Yes</i>
<i>Mr. Griffiths</i>	<i>Yes</i>

III. **REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**
None

IV. **APPOINTMENT OF 9TH BOARD MEMBER**

Mr. Wilkes made a motion to table this agenda item until more board members were present.

Mr. Wilkes moved; seconded by Mr. Griffiths, to TABLE this item

Motion passed by the following unanimous vote:

<i>Mr. Phillips</i>	<i>Yes</i>
<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>
<i>Mr. Bailey</i>	<i>Yes</i>
<i>Mr. Wilkes</i>	<i>Yes</i>
<i>Mr. Griffiths</i>	<i>Yes</i>

V. **ELECTION OF OFFICERS**

Mr. Wilkes made a motion to table this agenda item until more board members were present.

Mr. Wilkes moved; seconded by Mr. Griffiths, to TABLE this item

Motion passed by the following unanimous vote:

<i>Mr. Phillips</i>	<i>Yes</i>
<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>
<i>Mr. Bailey</i>	<i>Yes</i>
<i>Mr. Wilkes</i>	<i>Yes</i>
<i>Mr. Griffiths</i>	<i>Yes</i>

VI. **CONSENT AGENDA**

Mr. Rowe read the Consent Agenda into the record.

- A. **BEACH NOURISHMENT** – Approve APTIM Coastal Planning & Engineering, Inc. Invoices #474379-RI-00631 and #473246
- B. **SPORTS PARK PROJECT MGT.** - Approve Anchor CEI Invoice #312 and #318
- C. **SPORTS PARK OPERATIONS** – Approve Joint-Use agreement with Bay District Schools for the occasional use of the school parking lot
- D. **FINANCIAL STATEMENT** – Approve CVB/TDC Financial Statement Dated September 30, 2019

Mr. Griffiths moved; seconded by Mr. Chester, to approve the Consent Agenda

Motion passed by the following unanimous vote:

<i>Mr. Phillips</i>	<i>Yes</i>
<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>
<i>Mr. Bailey</i>	<i>Yes</i>
<i>Mr. Wilkes</i>	<i>Yes</i>
<i>Mr. Griffiths</i>	<i>Yes</i>

VII. TOURIST DEVELOPMENT TAX UPDATE, Mr. Dan Rowe, President

Mr. Dan Rowe, CVB/TDC President, reported Panama City Beach tax collections.

Mr. Rowe stated that the reporting of the tax collections was benchmarked against FY 2018 due to Hurricane Michael. Key Data Metrics provided the data used. He said that Panama City has recovered well although not all inventory is open, and that Mexico Beach has not recovered. Mr. Phillips asked where the Key Data information comes from, to which Mr. Rowe replied that their data comes from Key Data Partners. Mr. Thomas asked how the data was useful if it did not include the hotel partner information. Mr. Rowe stated that the S.T.A.R. Data and the Key Data information could be combined for forecasting as well as historical reporting.

Mr. Rowe also stated that the revenue map presented in the power point presentation would be in real time as soon as the City of Panama City Beach was connected to the HDMI cable system. When that connection is completed, the reports presented would be improved. Mr. Phillips asked if the reports would be available for the board members to review online. Mr. Rowe said he would look into access for the board. Mr. Rowe answered other questions to the satisfaction of the board.

VIII. DISCUSSION ITEMS

A. SPORTS PARK CONSTRUCTION UPDATE, Ms. Elizabeth Moore

Ms. Moore gave a summary of the finalization of the construction of the Sports Park. She stated that Anchor is in the process of finalizing purchase orders and invoices as well as the punch list of items to finish. She said that the Anchor contract would end in January, but that they would continue to finalize any items before they finish.

B. SPORTS PARK OPERATIONS UPDATE, Mr. Dan Rowe and Ms. Lori Moore

Mr. Wilkes commented that the food & beverage sale opportunities needed to be addressed for the sports park. Mr. Rowe said that would be address as well as alcohol sales. Mr. Rowe also stated that Mr. J.D. Wood would be leaving SFM to pursue an opportunity in Texas. Mr. Rowe and several board members commented on what a great job Mr. Wood did and wished him well. Mr. Rowe also said that until a replacement is hired, Ms. Lori Moore, Regional Manager for SFM, would be taking over in that role.

Mr. Rowe went on to say the Sports Park is delivering on its purpose. Via the Sports Conference, a new sporting event was secured which will bring 7,000 nights of business to our area over the next two years. He also stated that the December 2019 soccer tournament was the biggest event in the history of the month.

Ms. Moore then spoke about the General Manager position. She said it was being advertised nationally and already drawn national interest as well as internal candidate interest. She also said she would be working with Mr. Rowe to review candidates as well as the organizational chart of the park. Mr. Phillips asked who would be at the park on a daily basis. Mr. Moore said that she, or another Manager, would be there to manage the operations. Mr. Wilkes asked who would oversee the applications. She replied that she would do a preliminary review and bring Mr. Rowe the candidates.

IX. PRESIDENT'S REPORT

Mr. Rowe stated that with the old City Hall torn down, he would be bringing optional plans for the TDC building to the Board.

He then highlighted that Ms. Jayna Leach, Vice President of Marketing, was recently named one of the 2019 Hospitality Sales and Marketing Association International (HSMAI) Top 25 Extraordinary Minds in Sales, Marketing and Revenue Optimization for her incredible work during and following Hurricane Michael. Selected by a panel of senior industry executives, "Top 25" awardees are high achievers who stand out through their creativity and innovation, cutting-edge campaigns and programs, triumph in challenging situations and efforts that resulted in dramatic gains in the preceding 18 months. He also stated that she was honored at the HSMAI Adrian Awards Dinner Reception & Gala in New York City.

Mr. Rowe then stated that the February Board Meeting would be rescheduled.

X. CHAIRMAN'S REPORT

None.

XI. AUDIENCE PARTICIPATION

None.

XII. ADJOURNMENT

The Chairman asked for adjournment. **Mr. Chester/Mr. Griffiths**

Respectfully submitted,
Sharon Cook, Recording Secretary