

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, April 9, 2024

Approved Minutes

Mr. Johns / Mr. Chester

Approved Consent Agenda

Mr. Phillips /Mr. Casto

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

Tuesday, April 9, 2024

9:00 a.m.

Council Room, PCB City Hall

I. CALL MEETING TO ORDER

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

II. ROLL CALL

Board Members:

Paul Casto

Phil Chester

Jeff DiBenedictis

Mike Jansen

Reggie Johns

Yonnis Patronis (Treasurer)

Clair Pease (Chairman)

Andy Phillips (Vice Chair)

Gary Walsingham

Six Members Present at time of Roll Call.

Mr. Patronis arrived at 9.01am

Mr. Walsingham arrived at 9:02am

Mr. DiBenedictis was absent

A. Invocation

Mr. Casto gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve Jan 16, 2024 Minutes

Mr. Johns moved Seconded by Mr. Chester to approve the minutes.

Motion passed unanimously with Seven members present. (Mr. Walsingham had not yet arrived)

III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)

NONE

IV. CONSENT AGENDA

A. Approve MRD Task Order 9 with Dewberry as sub for the 2024 Panama City Beaches Renourishment Beach Monitoring Surveys (TDC)

B. Approve CPE Task Order 8 for the 2024 Two-Year Post-Construction Coastal Engineering Analysis and Engineering Monitoring Report (TDC)

C. Approve and recommend for the Bay County Board of County Commissioners to reimburse the Bay County Sheriff's Office & City of PCB public safety expenditures related to increased tourism on Panama City Beach. (TDC)

D. Approve 2024 Turtle Watch & Leave No Trace Contracts (TDC)

E. Acknowledge Receipt of the 1st quarter FY2024 Financial Statement (CVB)

F. Acknowledge Receipt of the January & February 2024 Tourist Development Tax Collection Report (TDC)

Mr. Rowe read the consent agenda into the record and asked for a motion to approve.

Mr Phillips Moved; Seconded by Mr. Casto to approve

Motion passed unanimously with Eight members present. (Mr. Walsingham arrived at 9:02am).

V. PRESENTATIONS

A. FY2023 CVB Audit, Mr. Moreia

Mr. Moreia gave a review of the audit for the last fiscal year. He stated they did not find any deficiencies or negative findings.

VI. DISCUSSION ITEM

A. Spring/Summer 2024 Booking Pace, Mr. Rowe

Mr. Rowe discussed trends in room night bookings. He reviewed the data from the KeyData Platform regarding the bookings year over year trends. He stated the short term bookings is less than prior years as a trend with 90 days or less. He said that the booking window is less than last year and that he has engaged the marketing department to focus on driving bookings and summer travel. He said that part of the marketing efforts is the PCB Perks program and that they are contacting partners to add discounts and deals to that program. Also, the Sports Park team has booked a new tournament that will contribute to August room nights with about 6,000 bookings. He reviewed other sales and marketing efforts to continue to increase tourism for this year.

He stated that they are continuing to market the flag warning system to increase public safety. This year, Leadership Bay has taken as a project to work with local vendors and our partners to give special discounts available only during double red flags. Marketing will then push out these deals to the public during double red flags. New this year are wrapped cars driving around the island with the flag education creative.

Mr. Rowe stated that the public service marketing is being released in our feeder markets to support public safety efforts.

Mr. Rowe answered questions from board members. Mr. O'Brien reviewed the pace of tournaments during the summer at the Sport Park. Mr. Phillips discussed the importance of sports in summer business.

VII. PRESIDENTS REPORT

Mr. Rowe thanked Mr. Chester for his service on the Board as this was his last meeting. He stated that Charlene Honnen, VP of Administration has retired and wished her the best. He said her position has been posted and the search is taking place. He said that we have increased our cyber security insurance coverage from 100k to 1M at a cost increase of around two thousand dollars.

Mr. Phillips congratulated the team on the UnWineD event stating that it was the best it's ever been and the diversity of the visitors at the event is remarkable. Mr. Patronis also stated that the event was far better than other similar events he has attended in other areas.

Mr. Rowe stated that the partnerships with Publix and Southern Living has taken it to a high level.

VIII. Chairman's Report

Ms. Pease stated that this spring break showcased our public safety official's ability to contain and control and they did an amazing job.

Mr. Casto reminded everyone that next week is an election and to vote.

Mr. Rowe stated the opening dates of snapper season and that they are pushing that out in their marketing.

Mr. Chester thanked Mr. Rowe for doing a great job.

- IX. AUDIENCE PARTICIPATION**
- NONE**
- X. ADJOURNMENT**

Respectfully submitted,
Sharon Cook, Recording Secretary