

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, September 14, 2021**

Approved July 2021 Minutes  
**Mr. Patronis/Mr. Walsingham**

Approved Consent Agenda  
**Mr. Walsingham/Mr. Chester**

Approved Action Item A  
**Mr. Wilkes/Mr. Griffitts**

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

Tuesday, September 14, 2021

9:00 a.m.

Council Room, PCB City Hall

**Board Members Present:**

Bailey, Steve (V-Chair)

Casto, Paul

Chester, Phil

Griffitts, Phillip

Patronis, Yonnie (S/T)

Walsingham, Gary

Wilkes, Buddy

Pease, Clair (Chairman)

**Board Members Absent:**

Phillips, Andy

**I. CALL MEETING TO ORDER**

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

**II. ROLL CALL**

Eight members present at the time of Roll Call. Mr. Phillips was absent.

A. Invocation

Mr. Wilkes gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve July 2021 Minutes

**Mr. Patronis moved; seconded by Mr. Walsingham to approve the July 2021 Minutes.**

**Motion passed with unanimous vote.**

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

None

**IV. CONSENT AGENDA**

Mr. Rowe read the Consent Agenda into the record.

A. Acknowledge the Tourist Development Tax Collections Report

**Mr. Walsingham moved; seconded by Mr. Chester to approve the consent agenda.**

**Motion passed with unanimous vote.**

**V. ACTION ITEMS**

A. Discuss and consider for approval the FY 2022 Panama City Beach TDC/CVB Marketing Plan,  
Ms. Jayna Leach & Ms. Melanie Strom

Ms. Leach discussed the upcoming marketing plan. She stated that the focus is to maintain momentum and stay aggressive in the campaigns. She summarized the social media impact as well as to maintain flexibility with digital marketing. She then introduced Ms. Anderson who then gave a summary of the creative work in the marketing plan. Then Ms. Leach introduced Ms. Strom from Watagua group who also discussed the marketing plan. She discussed brand awareness and competitive conquering as a strategy as well as keeping visitors coming back. She stated that one part of the plan is reaching new online audiences and monitoring online activity. She also discussed the markets that are targeted and how the marketing is driven based on the change in activity in those markets. Each market has a dedicated plan of action and modification of the marketing can be done accordingly. She reviewed the brand partners that will be used in the digital as well as print plan.

Ms. Strom discussed our PCB Pandora radio station as well as Spotify and the refreshment of those stations. She also reviewed TV advertising targeting. She also discussed the sports and events partners in digital and print in the plan. Also discussed was quarterly reporting and monitoring of the success of each component of the marketing plan across all media platforms.

Ms. Leach then summarized the budget and the line items of most importance as related in support of the overall marketing plan for FY2022. The board made comments regarding years passed and how technology has become the driver in marketing. Mr. Wilkes asked if other destinations did as well as PCB or was there overspill as a result of competitor's being full. Mr. Rowe stated that most Florida destinations did very well and the marketing plan is moving forward very strongly to pull visitors away from them. He said that KeyData provides that competitor booking information that is then used to reposition and retarget marketing as needed.

The Board had a discussion of the market in general then focused on the cruise market. Mr. Rowe stated how our marketing plan being flexible and adaptable has driven the success during the pandemic and resurgence of the variants.

**Mr. Wilkes moved; seconded by Mr. Griffiths to approve the Action Item A.**

**Motion passed with unanimous vote.**

**VI. PRESIDENT'S REPORT**

Mr. Rowe discussed three items; The beach renourishment project began on the west end of the beach, the Visitor's Center/Admin building has had a new roof completed, and an hourly increase given to legal counsel provided the Board does not object. He stated it had been more than five years since Mr. Sale was given an increase. The Board did not object.

**VII. CHAIRMAN'S REPORT**

**NONE**

**VIII. AUDIENCE PARTICIPATION**

**NONE**

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary