MOTIONS PASSED AT THE COMBINED BOARD MEETING APRIL 9, 2019

1. Combined Approved the minutes from March 12, 2019 Walsingham/Griffitts #00:01:40

2. Combined Approved the Consent Agenda, Item A, APTIM Coastal Planning and Engineering, Inc. Invoice #440580-RI-00636 in the amount of $9,067.75 and Invoice #442045 in the amount of $585.00; Item B, Anchor CEI Invoice #254 in the amount of $100,559.41 and Invoice # 255 in the amount of $36,008.00; and Item C, to accept FY 2018 Panama City Beach CVB Audit Griffitts/Pease #00:20:14

3. TDC Approved the proposal/agreement with St. Andrew Bay Resource Management Association for turtle monitoring on Panama City Beach for 2019 in the amount of $86,900.00, and to forward to the Board of County Commissioners for approval and execution Phillips/Pease #00:25:13

4. CVB Instructed and authorized staff to proceed with aesthetics, size, concept, and cost of the Panama City Beach Sports Complex entrance sign with the understanding that it would have the ability to be included in a package for an overall sponsorship of the entire park, and using the approved logo on the sign Phillips/Walsingham #00:46:35/#00:50:08

5. Combined Authorized that a letter be drafted (under the chairman's signature) to the Senate President, the Speaker of the House, and to the Governor of the State of Florida in support of reauthorizing funding for Visit Florida Phillips/Pease #00/58:42/#01:02:29

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

Tuesday, April 9, 2019 | 9:00 a.m. | Council Room, PCB City Hall

Board Members Present:

Buddy Wilkes, Chairman
Phil Chester, Vice Chairman
Philip Griffitts, Jr.
Yonnie Patronis
Clair Pease,
Andy Phillips
Mike Thomas
Gary Walsingham

Board Members Absent: David Chapman

Staff Present: Dan Rowe, Jayna Leach, Michaelean Stewart, Brianna Webb, Lacee Rudd, Richard Sanders, Chris O'Brien, Patrick Stewart, J. Michael Brown, Charlene Honnen.

Others Present: Julie Gordon, JD Wood, Elizabeth Moore, Tyler Miller, Jack Bishop.

I. CALL MEETING TO ORDER

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

II. ROLL CALL

There were eight members present and one member absent.

A. Invocation

Mr. Pease gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve Minutes From March 12, 2019

Mr. Walsingham moved, seconded by Mr. Griffitts, to approve the Combined Board Meeting minutes from March 12, 2019. Motion passed by the following unanimous vote:

Mr. Walsingham	***Yes***	***Ms. Pease***	***Yes***
Mr. Griffitts	***Yes***	***Mr. Phillips***	***Yes***
Mr. Chester	***Yes***	***Mr. Thomas***	***Yes***
Mr. Patronis	***Yes***	***Mr. Wilkes***	

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

None.

IV. UPDATE ON TOURIST DEVELOPMENT TAX COLLECTIONS, Mr. Tyler Miller, Tourist Development Tax Specialist

Mr. Tyler Miller, tourist development tax specialist, reported that Panama City Beach tax collections for February 2019 were up 56% in cash collected over the same period in 2018, and year-to-date collections were up 114% over

the same period in 2018. Mr. Miller reported that the February accrual attribution data showed 49.8% over the same period in 2018. He reviewed the cash/accrual breakdown chart. For Panama City, Mr. Miller stated February collections are down about 30% from the same period in 2018; he reviewed the accrual attribution data chart for Panama City. For Mexico Beach, collections were down about 96% from the same period in 2018 (5 units reporting); for year-to-date collections, there was a decrease of about 63%. He then reviewed the accrual attribution data chart for Mexico Beach. Mr. Miller then reviewed the balance of the reports for Panama City Beach. There was discussion about adding a year-to-date chart for the reporting units and gross receipts for property type moving forward. There was also discussion regarding reward points and tourist development tax collections.

V. CONSENT AGENDA

Mr. Rowe read the Consent Agenda into the record.

A. BEACH NOURISHMENT – Approve APTIM Coastal Planning & Engineering, Inc. Invoice #440580-RI-006366 and Invoice #442045
B. SPORTS PARK PROJECT MANAGEMENT – Approve Anchor CEI Invoice #254 and Invoice #255
C. PANAMA CITY BEACH CONVENTION & VISITORS BUREAU AUDIT – Accept FY 2018 Panama City Beach CVB Audit

Mr. Griffitts moved, seconded by Ms. Pease, to approve the Consent Agenda, Item A, APTIM Coastal Planning and Engineering, Inc. invoice #440580-RI-00636 in the amount of nine thousand sixty-seven dollars and seventy-five cents ($9,067.75) and invoice #442045 in the amount of five hundred eighty-five dollars and no cents ($585.00); Item B, Anchor CEI invoice #254 in the amount of one hundred thousand five hundred fifty-nine dollars and forty-one cents ($100,559.41) and invoice # 255 in the amount of thirty-six thousand eight dollars and no cents ($36,008.00); and Item C, to accept FY 2018 Panama City Beach CVB Audit.

Ms. Pease had questions regarding cash carry forward, and Mr. Rowe stated he did not believe this was the time to discuss the cash carry forward. Once the Bay County audit is completed and received, Mr. Rowe stated the balance of the cash carry forward will appear, and he recommended that all cash carry forward be considered at one time. There will be discussion at that time for any incremental monies received this winter post-hurricane. Mr. Rowe added that the Board and the County agreed that the incremental monies earned in October through February is available for the TDC to use as follows: 1) to assist Mexico Beach CDC; 2) to assist Panama City CDC; and 3) to do special projects that the Board sees fit to help in the year for the year.

Motion passed by the following unanimous vote:

Mr. Griffitts	***Yes***	***Mr. Phillips***	***Yes***
Ms. Pease	***Yes***	***Mr. Thomas***	***Yes***
Mr. Chester	***Yes***	***Mr. Walsingham***	***Yes***
Mr. Patronis	***Yes***	***Mr. Wilkes***	***Yes***

VI. BOARD ACTION ITEMS

A. Discuss and Consider for Approval Annual Turtle Monitoring Agreement for 2019, Mr. Dan Rowe, President

Mr. Rowe stated that this agreement does not include "Leave No Trace" as discussions are continuing with State and Federal regulators, the beach cleaning/maintenance contractor, and Turtle Watch (SABRMA). Mr. Rowe stated the "Leave No Trace" process will be presented at the next Board meeting, and will include both daytime activities as well as nighttime enforcement. The other issue with this agreement is that the price has increased this year. It has been several years since there has been an increase in cost. St. Andrew Bay Resource Management

Association (SABRMA) is the only permit holder for sea turtle monitoring and the monitoring work is a requirement. Mr. Rowe recommended that the TDC accept the agreement, and to recommend it to the Board of County Commissioners for approval and execution.

Mr. Phillips moved, seconded by Ms. Pease, that the TDC accepts the proposal/agreement with St. Andrew Bay Resource Management Association for turtle monitoring on Panama City Beach for 2019 in the amount of eighty-six nine hundred dollars and no cents ($86,900.00), and to forward to the Board of County Commissioners for approval and execution.

Mr. Phillips asked if there were any other options or opportunities for this work. Mr. Rowe stated that currently SABRMA is the only permit holder to conduct the work; the TDC could approach the State and Federal regulators and express that the TDC does not believe the permit holder is capable of handling the sea turtle monitoring services. Mr. Phillips asked what would happen in the SABRMA did not exist to do the monitoring. Mr. Rowe stated that the regulators would be required to provide a permit to another organization to do the work. Mr. Sale, legal counsel, discussed the desire of regulators for consistency; however, several years ago the rules changed and the County did post a request for statements of proposals/qualifications. The economical and practical reality confirmed by Mrs. Lisa Armbruster, Sustainable Beaches, LLC, the desire for other permit holders to do this work on Panama City Beach was minimal and expensive. Mr. Sale added that he has been informed that SABRMA is developing a succession plan. There was discussion about the beach cleaning/maintenance contractor also having the ability to be the permit holder for turtle monitoring. Mr. Rowe explained there were expressed prohibitions from State and Federal regulators allowing that to happen. That discussion was had with the regulators in last week's meeting. In summary, the Board felt it should be somewhat involved with a succession plan; that SABRMA should be in attendance when the contract is being discussed; and that they should be more accountable to the Board.

Motion passed by the following unanimous vote:

Mr. Phillips	***Yes***	***Mr. Patronis***	***Yes***
Ms. Pease	***Yes***	***Mr. Thomas***	***Yes***
Mr. Chester	***Yes***	***Mr. Walsingham***	***Yes***
Mr. Griffitts	***Yes***	***Mr. Wilkes***	***Yes***

VII. BOARD DISCUSSION ITEMS

A. Update on Panama City Beach Sports Complex, Mrs. Elizabeth Moore, Anchor CEI

Mrs. Elizabeth Moore, Anchor CEI, provided a status report on the construction of the buildings, the four turf fields, five artificial turf fields are complete (four remaining). The installation of the sports lighting will begin this week. The buildings have walls, roof, and interior framing; the sheet rock will be installed this week. All underground storm water is complete. There was discussion about the entrance marquis signage. Mr. JD Wood, operations manager, stated that signage was not part of the original package.

Mr. Phillips moved, seconded by Mr. Walsingham, that the Board instructs and authorizes staff to research available options to develop and design a marquis sign at the entrance of the Panama City Beach Sports Complex, and to research associated costs.

There was further discussion about naming rights. Mr. Rowe pointed out that the CVB's sponsorship policies trigger approval from the Board. The funds for the sign would not come from the owner procured contract, but from monies that have already been budgeted for the CVB to use this year (Tourism Development/Department 69).

Mr. Phillips amended the motion, seconded by Mr. Walsingham, that the Board instructs and authorizes staff to proceed with aesthetics, size, concept, and cost of the Panama City Beach Sports Complex

entrance sign with the understanding that the it would have the ability to be included in a package for an overall sponsorship of the entire park, and using the approved logo on the sign. Motion passed by the following unanimous vote:

Mr. Phillips	***Yes***	***Mr. Patronis***	***Yes***
Mr. Walsingham	***Yes***	***Ms. Pease***	***Yes***
Mr. Chester	***Yes***	***Mr. Thomas***	***Yes***
Mr. Griffitts	***Yes***	***Mr. Wilkes***	***Yes***

VIII. PRESIDENT'S REPORT

Mr. Rowe reported that Ms. Marcia Bush's retirement is scheduled for the end of May 2019, and the May Board meeting will be her last. He added that Mrs. Ann Gager retired at the end of March 2019; he promoted Mrs. Renee Wuerdeman to be the new VP of Sales, and he will be replacing the director of sales position. He stated that Mrs. Catie Feeney resigned her position and has started employment with the Beaches of South Walton TDC; Ms. Lacee Rudd has be hired to replace Mrs. Feeney as Public Relations Manager. Mr. Rowe stated that the CVB is continuing its media outreach post Hurricane Michael. A satellite media tour was done in March with 29 television markets, and have appeared on The Weather Channel.

Regarding directional signage for the Panama City Beach Sports Complex, Mr. Rowe will discuss with Florida Department of Transportation the issue of directional signage.

Mr. Phillips brought up the efforts to disband Visit Florida. Mr. Rowe described the current status of Visit Florida.

Mr. Phillips moved, seconded by Ms. Pease, to authorize that a letter be drafted (under the chairman's signature) to the Speaker of the House in support of reauthorizing funding for Visit Florida, and to transmit that letter to our local delegation as well.

There was further discussion.

Mr. Phillips amended the motion, seconded by Ms. Pease, to authorize that a letter be drafted (under the chairman's signature) to the Senate President, the Speaker of the House, and to the Governor of the State of Florida in support of reauthorizing funding for Visit Florida.

There was further discussion by the Board about the various support Visit Florida is receiving locally, regionally, and nationally.

Motion passed by the following unanimous vote:

Mr. Phillips	***Yes***	***Mr. Patronis***	***Yes***
Ms. Pease	***Yes***	***Mr. Thomas***	***Yes***
Mr. Chester	***Yes***	***Mr. Walsingham***	***Yes***
Mr. Griffitts	***Yes***	***Mr. Wilkes***	***Yes***

IX. CHAIRMAN'S REPORT

None.

X. AUDIENCE PARTICIPATION

None.

XI. ADJOURNMENT

Respectfully submitted,

Marcia Bush, Recording Secretary