

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, August 17, 2023**

Approved Minutes

**Mr. Phillips / Mr. Casto**

Approved Consent Agenda

**Mr. Patronis / Ms. Pease**

Approved Action Item A

**Ms. Pease / Mr. Patronis**

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

Tuesday, Aug 17, 2023

9:00 a.m.

Council Room, PCB City Hall

**I. CALL MEETING TO ORDER**

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

**II. ROLL CALL**

Eight Members Present

Mr. Walsingham was Absent

A. Invocation

Mr. Wilkes gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve April, May & June 2023 Minutes

**Mr. Phillips moved; seconded by Mr. Casto to approve.**

**Motion passed unanimously**

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

None

**IV. CONSENT AGENDA**

A. Approve Destination Panama City FY 2024 Budget & Program of Work

B. Approve Mexico Beach CDC FY 2024 Budget & Program of Work

C. Acknowledge Receipt of the May & June 2023 Tourist Development Tax Collection Report and the June Financial Statement.

Mr. Rowe read the consent agenda into the record.

**Mr. Patronis moved; seconded by Ms. Pease to approve.**

**Motion passed unanimously**

**V. PRESENTATIONS**

A. 2023 Gulf Coast Jam Recap, Randy Lovelady and Mark Sheldon

Mr. Lovelady presented the recap of the 2023 Gulf Coast Jam. He stated that it was the largest in the history of the event. He showed the lineup for the next concert. He showed data on visitors, attendees, social media, and other marketing efforts results. He said 70% of attendees were visitors. He also stated there were over 100,000 people who attended over the four day event. Mr. Phillips asked if they will need to move the concert to add room to grow. Mr. Lovelady said they are not moving locations and may increase ticket price to accommodate demand.

Mr. Rowe discussed the importance of the CVB marketing efforts in partnership with GCJ and the huge impact it makes. Ms. Pease discussed expanding the marketing efforts internationally. Jayna Leach responded with how the CVB is including international markets again and are doing so for GCJ.

Also discussed, the infrastructure improvements that have been made at the venue as well as future needs for the event.

B. Spring 2023 Visitor Profile, Berkeley Young

Mr. Young discussed the results of the Spring 2023 Visitor Profile including the TDT collections compared to last year as well as visitor spending trends.

**VI. ACTION ITEMS**

A. Discuss and consider for approval the FY 2024 Panama City Beach CVB Budget and Program of Work, Mr. Dan Rowe

Mr. Rowe reviewed the strategic plan pillars as well as the branding staying strong. He also discussed a new logo that allows for specification and relational. He also discussed core values. He then discussed the budget including the process taken to ensure funds are used with a purpose and executing the CVB mission. He discussed the Tourism Development budget which includes the indoor sports center. Also, he discussed the use of social media, Tic Toc, and the ban from government agencies and the plan to allow the continuation of our marketing via computers included in the budget.

He also said all the agency contracts are being renewed. He discussed special events being grown during the shoulder months to increase visitation. He said the Beach Ball drop for NYE and Gulf Coast Air Salute is being added under the CVB this year.

Mr. Rowe stated that Mr. Sanders is transitioning into a new role as head of special project and PCB sports complex liaison. Patrick Stewart will be taking over as Special Events and Chris O'Brien will be taking of Sports Marketing. Richard will still aid in sports and special events as needed.

Mr. Rowe also reviewed the Sports Parks budget as well as Sales and Visitor Services. He discussed the winter resident programs. Tourism Development including funds for workforce dev initiative and Aaron Bessant Park improvements as well as the indoor sports center. He discussed reserves being maintained until the funding for the indoor sports center can be finalized.

Mr. Phillips asked for more detailed information regarding the 20 million reserves. Mr. Rowe stated that the indoor sports center will cost approximately 40 million dollars. Triumph Gulf Coast requested funding is 17.5 million. Mr. Phillips asked when we will know how much they are funding. Mr. Rowe said He and Mr. Brown have been working closely with the Triumph staff to process documents and requests and are attending a meeting after this board meeting to discuss. Mr. Rowe stated that he feels that Triumph will fund approximately 10 million dollars. Mr. Phillips asked where the balance of the funding will come from. Mr. Rowe said the balance of 7.5 million would come from the planning line item which has 9 million budgeted. He also stated that the CVB would be responsible for the remaining balance for the project, which is approximately 27 to 30 million. Mr. Phillips asked if Triumph does not provide funding, will the indoor sports center still be built. Mr. Rowe said that Bay District Schools has committed to include this project with its application to Triumph through stem certifications for 6.5 million dollars which is part of the CVB's original request of 17.5 million. He also stated that the aspect of the project that fulfills the Navy base mission readiness needs could add 5 million in additional funding.

Mr. Wilkes asked when Triumph will give a final answer to the funding request. Mr. Rowe stated that he should have a much better answer to that question about the same time that the CVB budgets go to the county for approval.

Mr. Phillips asked the amount for Bayway trolley Sunday service that is budgeted and Mr. Rowe confirmed it is 125 thousand dollars. Ms. Please asked if that was for one year. Mr. Rowe said that before funding is given again for FY25, they will have to show the impact of Sunday service and then the CVB Board will look at the data and make a determination of whether or not the services was truly needed. Mr. Phillips suggested to poll the collectors for their employees who are dependent on the bus service on Sunday.

Mr. Phillips asked if there has been a decision to pay down the sports park debt. Mr. Rowe stated that the debt will not be paid down due to the low interest rate on the loan. He said the payment will continue as is and he asked the board to resist paying down the debt due to the additional infrastructure that may be done at Frank Brown Park and until Triumph funding for the indoor sports center has been finalized.

He also said there is not additional capital in the budget for that reason and further discussion on capital will be had. Mr. Patronis stated that he wants emergency reserve funding needs to in place as hurricane damage in the future is unknown and a threat. Mr. Rowe stated that the reserves are robust now because of the CVB being very cost conscience and limit spending as well as the board holding on to and being cautious of spending the reserves. Mr. Phillips asked how much is budgets in reserves in each department and Mr. Rowe stated is approximately a couple hundred thousand dollars. Mr. Philips asked why the increase in the marketing budget and Mr. Rowe responded it is due to international marketing coming back and media which will be presented in detail at the next board meeting. He asked if the amount being budgeted for the marketing agencies is increasing and Mr. Rowe said those amounts are flat. Agency fees are not increasing. Ms. Pease thanked Mr. Rowe for taking the leadership and requests from the board. Mr. Phillips liked the way the budget was presented regarding format. Mr. Rowe stated that the spending authority that has been established allows him to approve an item up to 50 thousand and the chairman is up to 100 thousand, which allows the CVB to act quickly if there is a change and it is warranted and act at the speed of business. For example, the BP oil spill. He then asked for a motion to approve.

**Ms. Pease moved; seconded by Mr. Patronis to approve.  
Motion passed unanimously**

**VII. PRESIDENTS REPORT**

Mr. Rowe said all permits have been finalized for the St Andrew's beach renourishment project. He said the new website has launched and the Sales team is traveling pushing our brand.

Ms. Pease thanked the CVB and everyone involved who acted quickly during the rip current crisis.

**VIII. CHAIRMAN'S REPORT  
NONE**

**IX. AUDIENCE PARTICIPATION**

**X. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary