



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

Tuesday, February 9, 2021

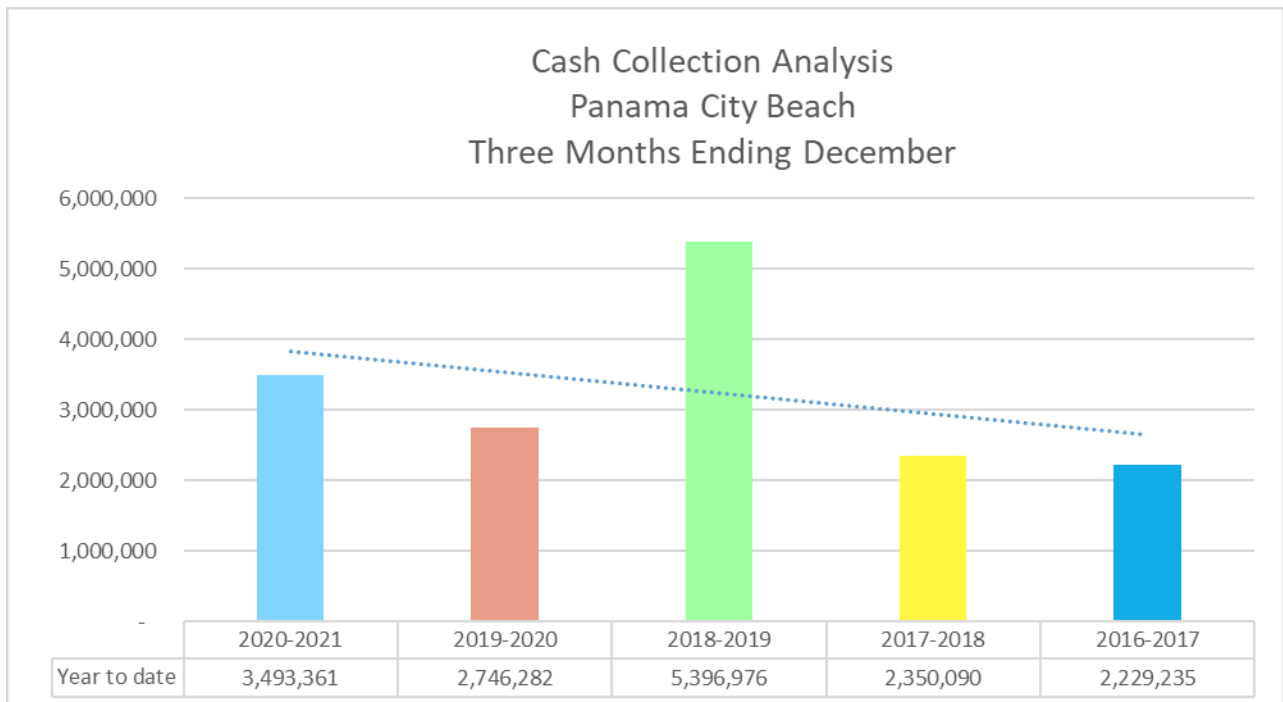
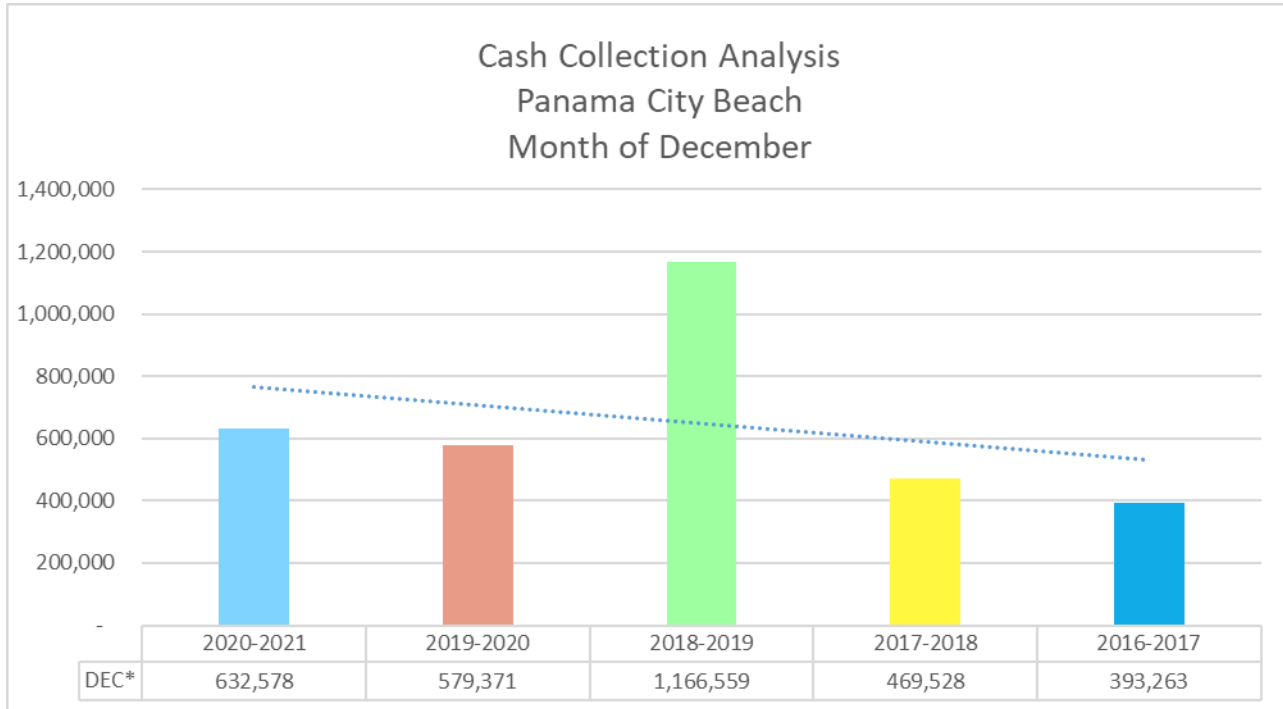
9:00 a.m.

Council Room, PCB City Hall

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
 - A. Invocation
 - B. Pledge of Allegiance
 - C. Approve December 8, 2020 & January 12, 2021 Meeting Minutes
- III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**
- IV. CONSENT AGENDA**
 - A. Recognize the December Tourist Development Tax Report
- V. DISCUSSION ITEMS**
 - A. Update on 2021 UNwineD, Mr. Richard Sanders & Ms. Jayna Leach
 - B. Update on Sports Marketing, Mr. Richard Sanders
 - C. Update on Spring Marketing, Ms. Jayna Leach
- VI. PRESIDENT'S REPORT**
- VII. CHAIRMAN'S REPORT**
- VIII. AUDIENCE PARTICIPATION**
- IX. ADJOURNMENT**



Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

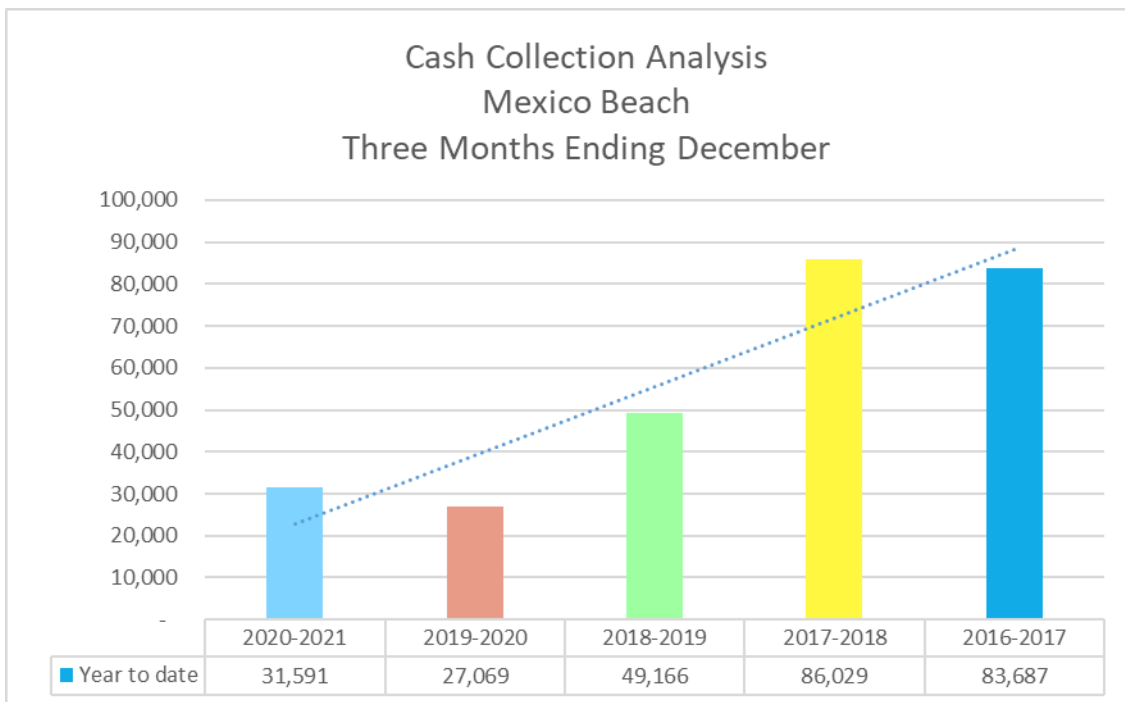
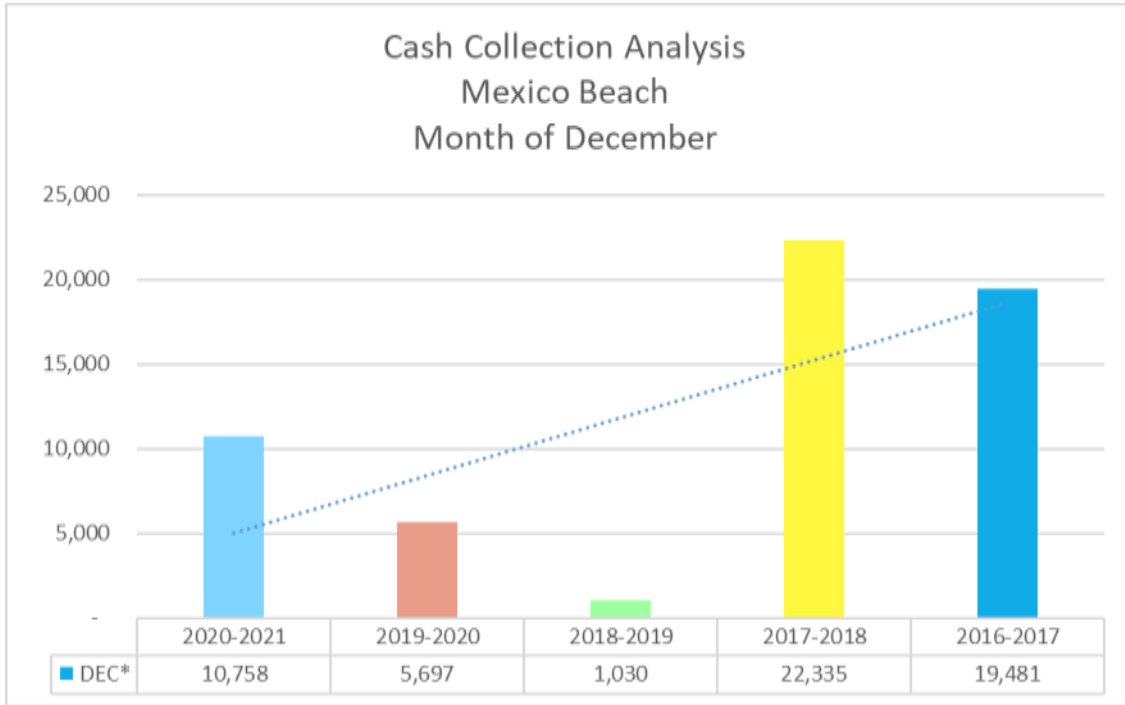
Express Delivery: 840 w 11th St Suite #3000, Panama City, Florida 32401

Phone: (850) 747-5226 Fax: (850) 747-5212

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: TDC@BayCoClerk.com



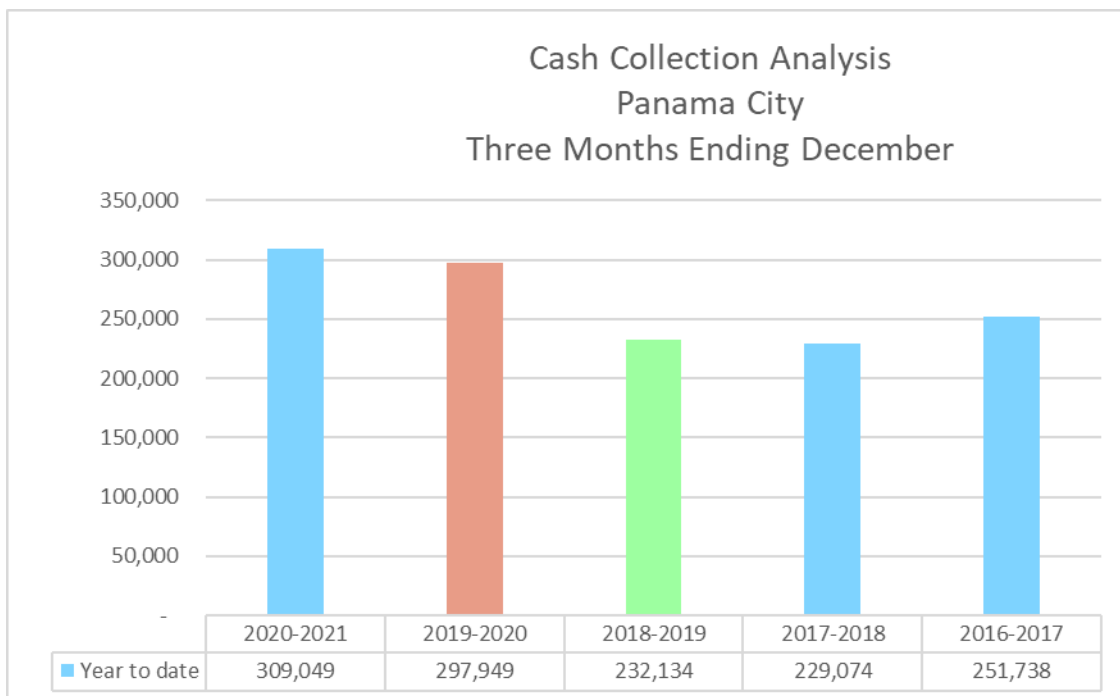
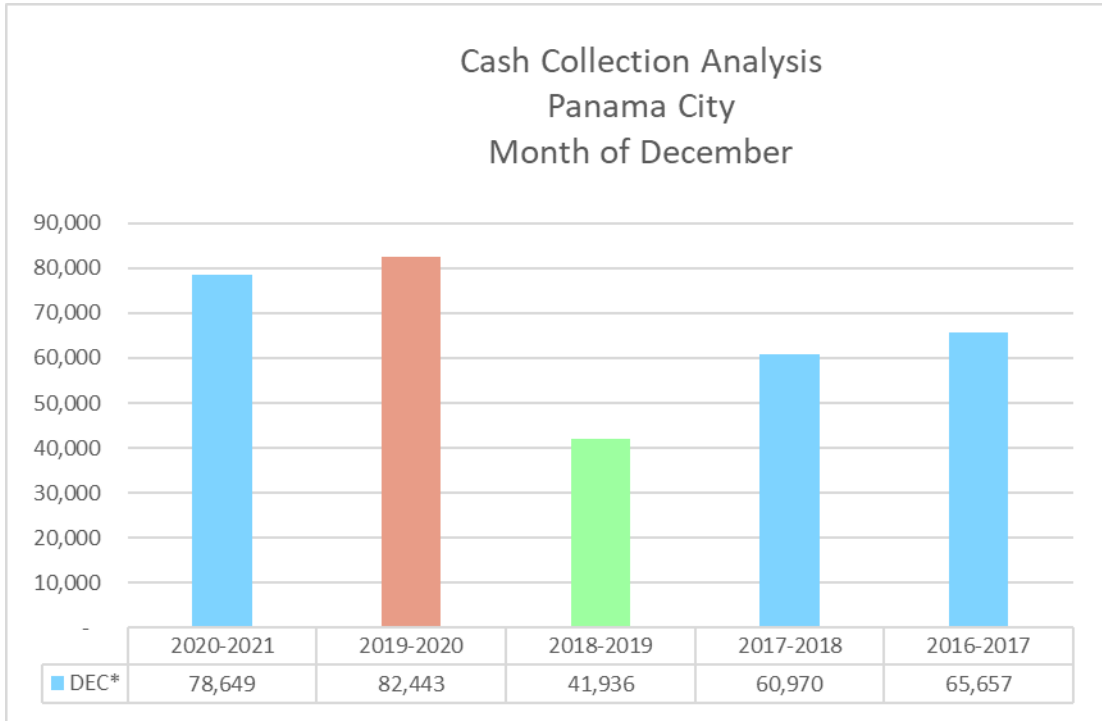
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MOTIONS PASSED AT THE COMBINED BOARD MEETING, December 08, 2020

Combined TDC/CVB: Approved the Consent Agenda:

- A. Approve payment of Dewberry Engineers Invoice 1897126
- B. Approve payment of APTIM Coastal Planning & Engineering, Inc. Invoices 511468-RI-00636 & 511472
- C. Approve 2021 TDC/CVB Holiday Observance Calendar
- D. Approve alcohol sales vendor agreement for Panama City Beach Sports Park

Walsingham/Pease

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

Tuesday, December 8, 2020

9:00 a.m.

Council Room, PCB City Hall

Board Members Present:

Phil Chester, Chairman
Andy Phillips
Phillip Griffiths, Jr.
Paul Casto
Gary Walsingham
Clair Pease, Vice Chairman

Board Members Absent:

Buddy Wilkes
Yonnie Patronis, Treasurer
Steve Bailey

I. CALL MEETING TO ORDER

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

II. ROLL CALL

There were six board members present and three absent.

- A. Invocation
Mr. Chester gave the Invocation.
- B. Pledge of Allegiance
Ms. Pease led the Pledge of Allegiance.

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. Approve payment of Dewberry Engineers Invoice 1897126
- B. Approve payment of APTIM Coastal Planning & Engineering, Inc. Invoices 511468-RI-00636 & 511472
- C. Approve 2021 TDC/CVB Holiday Observance Calendar
- D. Approve alcohol sales vendor agreement for Panama City Beach Sports Park
- E. Approve payment for additional work performed by Coastal Parasail in September 2020

**Mr. Walsingham moved; seconded by Ms. Pease to approve the consent agenda.
Motion passed with unanimous vote.**

V. PRESENTATIONS

A. TDT Collections for July, Mr. Dan Rowe

Mr. Rowe reviewed revenue tax collections for October 2020.

B. Marketing Update, Ms. Jayna Leach

Ms. Leach reviewed the current plan to continue to be able to change quickly and focus on short term visitors. She presented the campaign for the Thanksgiving holiday. Members of the board also discussed the dog park portion of the beach. Mr. Griffiths suggested the TDC ask the County for assistance with suggestions for more dog beach locations and ideas. Mr. Rowe offered that if the County requests support from the TDC, he would draft a letter of support. Mr. Griffiths agreed to draft the letter and send it on to the County.

VI. PRESIDENT'S REPORT

Mr. Rowe discussed the Flagler awards won by the Marketing Department. Also included were several very distinguished awards of highest honor.

He announced Chasin the Sun premier show.

He also discussed that Panama City is being added as a Viking Cruise line port of call.

Mr. Rowe also announced Ms. Anne Williams retirement.

Mr. Phillips asked about the fireworks for new years eve. Mr. Rowe gave a summary of times and locations as well as the marketing related.

Also, there was an update from the Sports Park regarding events coming in the near future.

Ms. Pease discussed wanting to get behind a fishing group who wants to have a tournament.

VII. CHAIRMAN'S REPORT

Mr. Chester asked Mr. Rowe to step out of the meeting while they discussed his evaluation. Mr. Rowe stepped out and the Board began discussion of his evaluation including the timing each year, the process, and pay increase options.

Members expressed praise for the job Mr. Rowe and his team has done. The Board reviewed the evaluation. Ms. Pease stated that Mr. Rowe has not been given an evaluation or pay increase in three years. She also stated that he should be given 5% per year retro for the three missed years. She researched salary levels of the same position from around the U.S. and found Mr. Rowe to be in the lower range at his current level. She said that his stellar performance is well above this level.

Mr. Sale stated that the timing for doing the evaluation each year has not been met. The Board discussed the contract, evaluation timing and annual percentage increases.

They agreed to the following:

1. 10% increase
2. Revise the employment contract for approval at future meeting
3. Performance evaluation to be done between Thanksgiving and Christmas annually

Mr. Griffiths moved; seconded by Mr. Walshingham.

Motion passed with unanimous vote.

VIII. AUDIENCE PARTICIPATION

None.

IX. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary

MOTIONS PASSED AT THE COMBINED BOARD MEETING, January 12, 2021

Combined: Approved October & November 2020 Meeting Minutes

Phillips/Griffitts

CVB: Election of Officers

A. Chairman: Ms. Clair Pease

Phillips/Patronis

B. Vice Chairman: Mr. Steve Bailey

Griffitts/Phillips

C. Secretary/Treasurer: Mr. Yonnie Patronis

Griffitts/Pease

Combined: Approved the Consent Agenda:

A. BEACH NOURISHMENT - Approve payment of Dewberry Engineers Inc. Invoice 1907578 and APTIM Coastal Planning & Engineering, Inc. Invoices 515178-RI00631 & 514548

B. SPORTS PARK – Approve an Amendment to the PCB Sports Park Alcohol Sales Agreement

C. OPERATIONS - Approve the amended employment contract for Mr. Dan Rowe, CVB President/CEO

Griffitts/Chester

Combined: Approved Board Action Items

A. Authorize the CVB to pursue the Paycheck Protection Program (PPP) loan available to destination marketing organizations

Phillips/Patronis

B. Make a recommendation to the Board of County Commissioners to negotiate continuing services agreements with the two top ranked firms responding to Bay County Bid 21-02 – Professional Coastal Engineering Services

Wilkes/Bailey

C. Discuss and consider for approval a recommendation to the Bay County Board of County Commissioner the inclusion of Breakfast Point East in the Tourist Development Taxing District

Casto/Wilkes

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

Tuesday, January 12, 2020

9:00 a.m.

Council Room, PCB City Hall

Board Members Present:

Phil Chester, Chairman
Andy Phillips
Phillip Griffiths, Jr.
Paul Casto
Buddy Wilkes
Yonnie Patronis, Treasurer
Clair Pease, Vice Chairman
Steve Bailey

Board Members Absent:

Gary Walsingham

I. CALL MEETING TO ORDER

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

II. ROLL CALL

There were eight members present, one absent at the time of roll call.

- A. Invocation
Mr. Wilkes gave the Invocation.
- B. Pledge of Allegiance
Ms. Pease led the Pledge of Allegiance.
- C. Approve October & November 2020 Meeting Minutes

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

Motion passed with unanimous vote.

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

None

IV. ELECTION OF OFFICERS

- A. Chairman: Ms. Clair Pease
Mr. Phillips moved; seconded by Mr. Patronis.
Motion passed with unanimous vote.
- B. Vice Chairman: Mr. Steve Bailey
Mr. Griffiths moved; seconded by Mr. Phillips.
Motion passed with unanimous vote.
- C. Secretary/Treasurer: Mr. Yonnie Patronis
Mr. Griffiths moved; seconded by Ms. Pease.
Motion passed with unanimous vote.

V. CONSENT AGENDA

Mr. Rowe read the Consent Agenda into the record.

- A. BEACH NOURISHMENT - Approve payment of Dewberry Engineers Inc. Invoice 1907578 and APTIM Coastal Planning & Engineering, Inc. Invoices 515178-RI00631 & 514548
- B. SPORTS PARK – Approve an Amendment to the PCB Sports Park Alcohol Sales Agreement
- C. OPERATIONS - Approve the amended employment contract for Mr. Dan Rowe, CVB President/CEO

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

Motion passed with unanimous vote.

VI. PRESENTATIONS

- A. TDT Collections for July, Mr. Dan Rowe

Mr. Rowe gave a summary of year to date collections for PCB, PC, and Mexico Beach. He also discussed grant funding that has been received which will offset some of the CVB sports marketing costs.

VII. BOARD ACTION ITEMS

- A. Authorize the CVB to pursue the Paycheck Protection Program (PPP) loan available to destination marketing organizations

Ms. Honnen reviewed the PPP program as it was opened to organizations such as ours. She gave an overview of the requirements and said that this is a forgivable loan.

Mr. Phillips moved; seconded by Mr. Patronis

Motion passed with unanimous vote.

- B. Make a recommendation to the Board of County Commissioners to negotiate continuing services agreements with the two top ranked firms responding to Bay County Bid 21-02 – Professional Coastal Engineering Services

Ms. Armbruster updated the board regarding the status of the projects including that the Army Corps of Engineers will be including damage from Hurricane Sally in the scope of work for the project.

Mr. Wilkes moved; seconded by Mr. Bailey

Motion passed with unanimous vote

- C. Discuss and consider for approval a recommendation to the Bay County Board of County Commissioner the inclusion of Breakfast Point East in the Tourist Development Taxing District

Mr. Rowe reviewed the taxing district location and next steps required to finalize.

Mr. Casto moved; seconded by Mr. Wilkes

Motion passed with unanimous vote

VIII. PRESIDENT’S REPORT

Mr. Rowe updated the board regarding the Sports Park sponsorships. He stated that more information will be forthcoming as the process moves forward.

IX. CHAIRMAN’S REPORT

None.

X. AUDIENCE PARTICIPATION

None.

XI. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary