

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, February 9, 2021**

Combined: Approved December & January 2021 Meeting Minutes

**Phillips/Wilkes**

Combined: Approved the Consent Agenda:

A. Recognize the December Tourist Development Tax Report

**Patronis/Walsingham**

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

**Board Members Present:**

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

**I. CALL MEETING TO ORDER**

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

**II. ROLL CALL**

All nine members present.

- A. Invocation  
Mr. Wilkes gave the Invocation.
- B. Pledge of Allegiance  
Ms. Pease led the Pledge of Allegiance.
- C. Approve December & January 2021 Meeting Minutes

**Mr. Phillips moved; seconded by Mr. Wilkes to approve the 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. Recognize the December Tourist Development Tax Report.

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

**Motion passed with unanimous vote.**

**V. DISCUSSION ITEMS**

- A. Update on 2021 UNwined, Mr. Richard Sanders & Ms. Jayna Leach

Mr. Sanders gave a summary of the preparations ongoing for the upcoming events. He stated that he and his team are meeting with the city to coordinate the COVID plan and permitting for UNwined and other upcoming events. He answered questions regarding the spacing inside the venue and segments of the event that have been cut in order to reduce the crowd size and allow for social distancing.

Mr. Stewart reviewed the events COVID plan including spacing of vendors and tables as well as the spacing of the event inside the venue. He also stated that the main event concert has been cancelled to allow for spacing. Ms. Leach then reviewed the marketing campaign as well as our partnership with Southern Living Magazine. She stated that the digital campaign can be accelerated or decelerated according to ticket sales. She also answered questions from the board members regarding timing of the event.

B. Update on Sports Marketing, Mr. Richard Sanders

Mr. Sanders reviewed the effect COVID has had on the Sport Park. He also reviewed the actions he and his team took to safely host sports teams as well as planning tournaments for post-pandemic activity. Mr. O'Brien reviewed the fiscal year numbers for teams and tournaments, new events, and existing events scheduled. He also discussed how the Ironman Triathlon changed its protocol to compete safely.

Mr. Cox answered questions by the board regarding local field usage and tournaments. He stated that local play is something they have been concentrating on and developing.

C. Update on Spring Marketing, Ms. Jayna Leach

Ms. Leach reviewed the first quarter marketing campaign. She summarized the focus of each campaign for spring and summer.

**VI. PRESIDENT'S REPORT**

Mr. Rowe announced the return of Ms. Stewart after maternity leave. He stated that everyone pulled together during her absence and praised everyone for doing a great job.

**VII. CHAIRMAN'S REPORT**

Ms. Pease said that the Charter Fishing industry has been extremely hard hit during the pandemic and asked that if possible, highlighting our local charters would be very helpful to that industry locally.

She also asked Ms. Honnen to speak on VRBO type rental collections. She asked if those type rentals are being pursued for tax payments. Ms. Honnen referred to the Clerk's office.

Mr. Remick stated that those type units are supposed to display their license online so they can be tracked. He said that enforcement is an ongoing issue. The board discussed how to capture rental units not paying the bed tax.

Mr. Kinsaul reviewed the process used to attempt to capture the online rentals, new owners and non-paying units.

Mr. Rowe responded to the board by giving an example of a community not allowing certain rentals. The board further discussed collecting options with Mr. Kinsaul. Mr. Sale stated that bed tax can be used to educate property owners.

The board also discussed the possibility of a cruise ship tenders being able to dock at the pier at Pier Park. Or excursions from cruise ships to Pier Park.

Mr. Griffiths reviewed the dog beach issues. He said the county has decided not to reinstate the dog beach.

**VIII. AUDIENCE PARTICIPATION**

None.

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary