

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Monday, June 14, 2021**

Approved May 2021 meeting minutes

**Mr. Griffiths/Mr. Patronis**

Approved Consent Agenda

- A. Approve payment of APTIM Coastal Planning & Engineering, Inc. Invoice 527952-RI-00636
- B. Acknowledge the FY 2020 CVB Audit
- C. Acknowledge the April 2021 Tourist Development Tax Collections Report

**Mr. Walsingham/Mr. Casto**

Approved Funding the Fall 2021 Sand Jam

**Mr. Walsingham/Mr. Wilkes**

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

Monday, June 14, 2021

9:00 a.m.

Council Room, PCB City Hall

**Board Members Present:**

Phil Chester  
Phillip Griffitts, Jr.  
Paul Casto  
Buddy Wilkes  
Yonnie Patronis, Treasurer  
Clair Pease, Chairman (6 minutes late)  
Steve Bailey, Vice Chairman  
Gary Walsingham

**I. CALL MEETING TO ORDER**

Vice Chairman Steve Bailey called the meeting to order at 9:00 a.m.

**II. ROLL CALL**

Seven members present at the time of Roll Call. Mr. Phillips was absent.  
Chairman Pease arrived at 9:06am

- A. Invocation  
Mr. Wilkes gave the Invocation.
- B. Pledge of Allegiance  
Mr. Bailey led the Pledge of Allegiance.
- C. Approve May 2021 Meeting Minutes

**Mr. Griffitts moved; seconded by Mr. Patronis to approve the Minutes.**

**Motion passed with unanimous vote from the seven board members present.**

**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 APTIM Coastal Planning & Engineering, Inc. Invoice 527952-RI-00636
- B. Acknowledge the FY 2020 CVB Audit
- C. Acknowledge the April 2021 Tourist Development Tax Collections Report

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

**Motion passed with unanimous vote from the seven board members present.**

**V. DISCUSSION ITEMS**

- A. Discuss Gulf Coast Jam, Mr. Mark Sheldon, PCB Entertainment

Mr. Rowe reviewed the recap report that was sent to all board members. He stated that it was the first large scale event since Covid and was very well received. He stated that the funding of the Labor Day event will be funded being that they executed this event. Mr. Bailey discussed the event being a success. He said that many people from other states said they flew in just for this event. He also stated that it really showcased PCB as a destination. Mr. Sheldon played the recap video that highlighted the success of the Gulf Coast Jam. He gave a presentation which reviewed all aspects of the event including the preparation, talent, marketing and PR.

After the presentation, Mr. Rowe asked to return to the President's Report.

**VI. PRESIDENT'S REPORT**

Mr. Rowe discussed going forward with funding of the Sand Jam in the fall 2021.

Mr. Wilkes stated he was concerned with Sand Jam being done in the fall verses in the spring as it designed to overcome some of the loss of spring break. Mr. Rowe stated that it's date in 2021 due to Covid. And that it's important in our recovery from economic losses due to the pandemic. He also stated that moving it to Frank Brown Park will be necessary due to the difficulty of having it on the sand.

Mr. Wilkes also stated that he was thinking that the cost of the sponsorship for Sand Jam could go toward the landscaping of our main road gateways. Mr. Rowe replied that he and staff have been meeting with a landscape architect for that project but that the timing may be delayed due to staffing problems as a result of the pandemic. Mr. Wilkes stated that he was concerned about the trash along the roadways. Mr. Griffiths said that the City and County work with the DOT about the trash. Mr. Walsingham stated that there once was a landscape ordinance from bridge to bridge. Mr. Griffiths asked for our current contractor to do some extra cleanup around our gateway areas. Mr. Rowe stated he would be meeting with local officials regarding roadside beautification by local entities such as keep PCB beautiful. Mr. Rowe stated he will get with the current contractor about doing more mowing and trash pickup.

Mr. Rowe asked to go back to the Gulf Coast Jam discussion item as Mr. Sheldon and associates had arrived.

Mr. Rowe continued his report by saying that he is meeting with local agencies regarding the staffing shortage in our area. Also, he stated that he is working with Bay EDA on their video to highlight everything our area has to offer.

He thanked staff for their hard work. He then asked the board to amend the Sand Jam agreement to continue marketing and sponsorship and move the event from the sand to Frank Brown park. This move will increase the size of the event and the safety of the crews and performers due to the instability of setting up on the sand. This will also allow the sponsorship and marketing plan to be included in the budget for FY2022.

**Mr. Walsingham moved; seconded by Mr. Wilkes to approve the funding for the Fall 2021 Sand Jam.**

**Motion passed with unanimous vote from the eight board members present. (Ms. Pease was present for this vote)**

Mr. Patronis stated the Mr. Rowe and his staff are most likely the best in the US in this industry.

Ms. Julie Gordon, Film Commissioner, spoke regarding the success of the filming event that occurred as well as Mr. Pender and Coastal Parasail for his assistance in that success.

**VII. CHAIRMAN'S REPORT**

None.

**VIII. AUDIENCE PARTICIPATION**

None.

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary