

MOTIONS PASSED AT THE COMBINED BOARD MEETING, JUNE 9, 2020

1. Combined: Approved the minutes from February 20 & March 10, 2020
Griffitts/Phillips

2. Combined: Approved the Consent Agenda:
Item A – BEACH NOURISHMENT - Approve APTIM Coastal Planning & Engineering, Inc. Invoice #491183
Griffitts/Phillips

3. CVB: Approved Board Action Item:
Item A - TDC USACE 2020 Agreement
Griffitts/Walsingham

4. Combined: Approved Beach Maintenance
Griffitts/Walsingham

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

Tuesday, June 9, 2020

9:00 a.m.

Council Room, PCB City Hall

Board Members Present:

Phil Chester, Chairman
Andy Phillips
Phillip Griffiths, Jr.
Buddy Wilkes
Paul Casto
Gary Walsingham (Arrived at 9:10am)
Yonnie Patronis, Treasurer

Board Members Absent:

Clair Pease, Vice Chairman
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 members present, three absent at the time of roll call. Mr. Walsingham arrived at 9:10am.

- A. Invocation
Mr. Wilkes gave the Invocation.
- B. Pledge of Allegiance
Mr. Chester led the Pledge of Allegiance.
- C. Approve the Minutes from February 20 & March 10, 2020

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

Vote Record:

Yes-Phil Chester, Chairman
Yes-Andy Phillips
Yes-Phillip Griffiths, Jr.
Yes-Buddy Wilkes
Yes-Paul Casto
Yes-Yonnie Patronis, Treasurer
Not present at time of Vote: Gary Walsingham

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. BEACH NOURISHMENT - Approve APTIM Coastal Planning & Engineering, Inc. Invoice #491183

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

Vote Record:

Yes-Phil Chester, Chairman

Yes-Andy Phillips

Yes-Phillip Griffiths, Jr.

Yes-Buddy Wilkes

Yes-Paul Casto

Yes-Yonnie Patronis, Treasurer

Not present at time of Vote: Gary Walsingham

V. PRESENTATIONS

- A. Performance Metrics – Mr. Dan Rowe

Mr. Rowe gave a summary of bed tax collections. The month of April was down approximately 85%. Year to date down 23.8%. He also reviewed rental property statistics for April and year to date. Hotel and short term rental data was discussed for April, May, and projected for June.

Mr. Rowe stated that the rental trend is very short bookings. People are booking for the week/weekend within a week prior. Mr. Rowe stated that our collections are better than most other destinations. Our recovery is looking much better as well.

The Board discussed length of stay bookings as well as new lodging partners opening.

- B. FY2019 Audit – Mr. Rich Moreira, CRI

Mr. Moreira gave an overview of the audit report. He highlighted a prior period adjustment on page 18 notes. He also stated they found no internal controls or compliance issues. Mr. Patronis suggested not allowing a business to participate in our co-op if they have outstanding accounts receivable. Mr. Rowe stated how that option is being explored as well as getting payments and/or deposits up front. He said he would bring back a proposal addressing this issue.

VI. BOARD ACTION ITEMS

- A. TDC USACE 2020 Agreement - Mr. Doug Sale

Mr. Sale gave a summary of the Army Corp of Engineers study regarding beach renourishment. This agreement requires no local match and will renourishment parts of the beach that Hurricane Michael destroyed. The Board discussed the scope of the plan including locations and timeline. He asked the Board approve the agreement and forward to Bay County Board of County Commissioners for their approval.

Mr. Griffiths moved; seconded by Mr. Walsingham to approve USACE agreement and forward to BOCC. Motion passed by unanimous vote.

VII. DISCUSSION ITEMS

- A. Beach Maintenance and Leave No Trace Update - Mr. Dan Rowe
Mr. Rowe stated that the maintenance of the beach has been addressed with our contractor and the turtle watch group. They have a plan in place to ensure cleanliness as well as education of visitors regarding LNT via our Ambassador Program. Our education program is now going to be overseen by the turtle watch program. Mr. Rowe also stated that our permit is being finalized. We propose adding a person with them as well as adding a run of beach grooming per week with Coastal Parasail and the number of trash corrals and cans.
The board also discussed, with Ron Rogers of Coastal Parasail, the number of trash corrals and cans and their ability to manage them if the amount is increased.

Mr. Rowe recommended that the expense for the beach maintenance and LNT education be moved to the Beach Renouishment Fund as well as adding a person to the turtle watch, adding a run of the beach grooming per week, increasing the number of trash corrals as needed, and the LNT Ambassador Program falling under the turtle watch.

Mr. Griffiths moved; seconded by Mr. Walsingham to approve. Motion passed by unanimous vote.

- B. Summer Media Plan Update – Ms. Jayna Leach
Ms. Leach gave a summary of the updated media plan because of covid-19. She stated that our online traffic is up 1%. This shows our marketing is successful and visitors are ready to come back to the PCB. Our message is one of safety by beaching responsibly. She gave an overview of national media reporting our destination as one of the top destinations as per their surveys.

VIII. PRESIDENT'S REPORT

Mr. Rowe stated that Connect Sports voted the PCB Sports Park as one of the top parks of the year. He also stated that the engineering of the concrete repair is underway. Also, the vacation rental plan has been revised and sent to the State of Florida so that we are marketing to locations that are not considered "hotspots" for covid-19 and can change our marketing if those locations change. He also stated that the CVB has brought back our furloughed employees to the visitor center and the airport.

Mr. Walsingham expressed concern for the landscaping of our road entryways as well as interest in creating underwater attractions. Mr. Rowe stated that we would pick up the landscaping issue again as soon as our revenues return to a more normal level. He also said that he has been talking to groups regarding the underwater attractions and should funding become available that could be a good project in the future.

IX. CHAIRMAN'S REPORT

None.

X. AUDIENCE PARTICIPATION

None.

XI. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary