

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, March 08, 2022**

Approved December 2021 & January 2022 Minutes  
**Mr. Walsingham/Mr. Casto**

Approved Consent Agenda  
**Mr. Phillips/Ms. Pease**

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

Tuesday, March 08, 2022

9:00 a.m.

Council Room, PCB City Hall

**I. CALL MEETING TO ORDER**

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

**II. ROLL CALL**

Eight Members Present with one Absent:

Buddy Wilkes

A. Invocation

Mr. Chester gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve December 2021 & January 2022 Minutes

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

**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. Acknowledge the receipt of the January 2022 Tourist Development Tax Collections Report

**Mr. Phillips moved; seconded by Ms. Pease to approve the Consent Agenda.**

**Motion passed with unanimous vote.**

**V. PRESENTATIONS**

A. 4<sup>th</sup> Quarter Visitor Profile report, Mr. Berkeley Young

Mr. Young reviewed the 4<sup>th</sup> quarter visitor profile as well as the year end data. He reviewed the data sources and how that data collected is used in the visitor reports. He discussed the effect the sports park has had on first time visitors to the destination and that return travel is on the visitor surveys. He also said that the visitor satisfaction level remained high for Fall 2021, even with staff shortages in the area. Also discussed, the effect of the pandemic, people still working from home traveling, gas prices, and the performance of other panhandle destinations.

**VI. DISCUSSION ITEMS**

A. Sports Center Update, Mr. Dan Rowe

Mr. Rowe stated that the indoor sports center is proceeding. He said that an RFQ is in process for an architecture firm to assist in the blue skies design and function. The final approval of that company will be done by the CVB at a future meeting. The naming rights and other sponsorship price points is being addressed with the assistance of sports park sponsorship specialist company, Integrity Nine, as well as our current sports park management company, SFM.

He introduced Mr. Higgins, the new General Manager of the Publix Sports Park.

He answered questions from the board regarding the type of architect to be needed for all uses of the indoor center. He stated that the RFQ is written so that only qualified companies who have the right experience will qualify. He also said that all of the gray sky uses will also be addressed as a requirement in the RFQ.

Also discussed was the uniqueness of this facility operating for sports, meetings, and an emergency operations center.

Mr. Sale reviewed the funding sources requirements for tracking from design through construction, ie FEMA, will be included in all aspects of this project.

Mr. Rowe stated it could be two years for this to be completed. He stated that there is space to add on to the building in the future for expansion.

Mr. Sale stated this will be a county project during construction.

Mr. Rowe said that this facility will be able to be used by the school and will allow the Walsingham Academy to expand to a K-8 school in the future.

#### **VII. PRESIDENTS REPORT**

Mr. Rowe recognized Mr. Richard Sanders as being given an award by the PCB Chamber of Commerce. The award was the Pioneer Award, for him building sports tourism in PCB and the amazing effect of that for the local economy.

He reviewed the landscaping project as well as the sign and gateway to the Sports Park and the beach renourishment project. He stated that he is working with the county regarding vehicle beach access points. He also said that he would bring back to the board a proposal to change the sand borrow areas for renourishment projects.

Mr. Rowe stated that Mojo sportswear lawsuit has been settled.

He also announced that UnWineD is upcoming and is sponsored by Southern Living Magazine and Publix.

Mr. Phillips asked if the CVB was involved with Thunder Beach concerts, other than the usual sponsorship. Mr. Rowe stated that the CVB marketing team has been engaged with the event right holders in terms of their messaging and how they are positioning things. He said we were not involved in underwriting those concerts or paying for those concerts, as we (the CVB) has the standard sponsorship in place. The CVB involvement has not changed.

#### **VIII. CHAIRMAN'S REPORT**

Mr. Bailey congratulated Mr. Sanders and Larry Thompson for their awards from the Chamber. He also recognized the tremendous effort of first responders during the historic fires being worked. Mr. Griffiths give an update regarding those fires. The Board had a discussion of the efforts to contain these fires. Mr. Bailey also thanked the PCB police chief for their efforts during spring break.

Mr. Rowe added that the upcoming week was the start of College Club Baseball, which is project that Mr. Sanders has been working on for 10 years. This tournament was in Tampa, but thanks to Mr. Sanders, is now coming to PCB.

#### **IX. AUDIENCE PARTICIPATION**

**NONE**

#### **X. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary