

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, March 10, 2020**

1. Combined: Approved the Consent Agenda:  
Item A - Approve CVB Financial Statement for January of 2020  
**Griffitts/Patronis**
  
2. Combined: Approved to Decline the Sports Park Naming Rights Counter Proposal and Place a Seven-Day Limit for Response.  
**Thomas/Phillips**

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

Tuesday, March 10, 2020

9:00 a.m.

Council Room, PCB City Hall

**Board Members Present:**

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

**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.

**A. Invocation**

Mr. Wilkes 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. FINANCIAL STATEMENT – Approve CVB/TDC Financial Statement January of 2019**

**Mr. Griffiths moved; seconded by Mr. Patronis, to approve the Consent Agenda**

**Motion passed by the following unanimous vote:**

<b>Mr. Phillips</b>	<b>Yes</b>
<b>Mr. Thomas</b>	<b>Yes</b>
<b>Mr. Chester</b>	<b>Yes</b>
<b>Mr. Bailey</b>	<b>Yes</b>
<b>Mr. Wilkes</b>	<b>Yes</b>
<b>Mr. Griffiths</b>	<b>Yes</b>
<b>Ms. Pease</b>	<b>Yes</b>
<b>Mr. Patronis</b>	<b>Yes</b>

**V. DISCUSSION ITEMS**

**A. Tourist Development Tax Update, Mr. Dan Rowe**

Mr. Rowe gave a summary of tax collection data.

**B. SPORTS COMPLEX UPDATE, Mr. Dan Rowe**

Mr. Rowe welcomed Mr. Cox and stated that future bookings are ongoing. The construction is in the punch list phase and will be finished. The construction of the new Homewood Suites has begun. Also, the SFM attorney is working on the beer and wine sales information and will bring that to the board at a future meeting.

Ms. Pease asked what the status was for the Royal American naming rights of the park. Mr. Rowe stated it is still in process. He asked Mr. Brown to speak to that topic. Mr. Brown said Mr. Chapman had counter proposals and that he was not happy with the current proposal. Ms. Pease stated that time is of the essence and that this needs to be moved. She asked what was holding up the decision. Mr. Rowe stated that he has asked for clarification from Mr. Chapman because the counter proposal indicated that the naming rights be extended to the indoor sports facility when it is built. This extension was not included in the original agreement approved by the board. In addition, Mr. Chapman wants to place a large trailer in the park for activations and not be required to move it on a daily basis. Ms. Pease stated a trailer is not acceptable due to the damage it causes as well as it looking non-permanent.

Mr. Phillips asked if the monument sign at the entrance to the park could be enhanced. Mr. Rowe stated that the sign is the size, and is as far south, as is legally allowed. He said we will work with St Joe company regarding future signage.

Ms. Pease asked for monthly booking updates as well as food and beverage. Mr. Rowe said Mr. Cox will be providing that in the future.

Mr. Wilkes asked for a time limit for the current negotiations for the sports park naming rights. Mr. Rowe asked the board for guidance to state outright that the naming rights apply only to the current outdoor sports park.

Mr. Thomas stated that the original contract should be what is adhered to. The board agreed to make a motion to accept a contract only as it was originally issued. Moreover, to open the sponsorship to others if Royal American doesn't agree and passes on the agreement.

Mr. Thomas motioned to decline the counter proposal, going back to the original proposal, and the deadline Royal American has to decide is in the next seven days. Also included was for all tents or other sponsor items be removed on a nightly basis. Seconded by Mr. Phillips.

**Mr. Thomas moved; seconded by Mr. Phillips,**

**Motion passed by the following unanimous vote:**

<b>Mr. Phillips</b>	<b>Yes</b>
<b>Mr. Thomas</b>	<b>Yes</b>
<b>Mr. Chester</b>	<b>Yes</b>
<b>Mr. Bailey</b>	<b>Yes</b>
<b>Mr. Wilkes</b>	<b>Yes</b>
<b>Mr. Griffiths</b>	<b>Yes</b>
<b>Ms. Pease</b>	<b>Yes</b>
<b>Mr. Patronis</b>	<b>Yes</b>

### **C. MARKETING UPDATE, Ms. Jayna Leach, Melonie Sturm, & The Watauga Group**

Ms. Leach discussed changes in the marketing plan due to Covid 19. Mr. Phillips asked about the questions being asked by visitors. He stated that his property has had no drop in reservations. Ms. Pease agreed regarding her property. Mr. Rowe stated that our market research models are not showing the same positive results.

The marketing strategy has been developed to strengthen our visitation. Ms. Leach said that our marketing strategy is geared toward the drive in market. Ms. Pease asked if marketing internationally has been cut off. She was told no, not yet.

Ms. Sturm spoke regarding our media plan. She said our plan was to focus on the digital marketing as it provides a more flexible platform to make changes quickly if needed. She also stated our campaign is focusing to our core loyal customers. She also discussed suspending medial should travel restrictions go into effect.

Ms. Leach stated that through digital media, daily updates would be sent out. Also, changes can be made quickly based on current health advisories.

## **VI. PRESENTATIONS**

### **A. Beach Maintenance & Grooming Plan by Coastal Parasail, Mr. Pender**

Mr. Pender discussed the frequency of trash pickup and beach grooming. He suggested increasing the number of time of trash pickup during the summer months. He also stated that additional trash pickup is done on a as needed on call basis. Mr. Phillips discussed the cleaning and grooming of the beach should be a top priority and could be improved. Mr. Rowe stated that the beach racking is scheduled at 3 miles a day every day and trash is picked up twice daily during peak seasons. Mr. Pender suggested that the vehicles that drive on the beach drag a raking device. Mr. Rowe discussed the different devices are available for use. Ms. Pease asked if there is funding available to get the cleaning done on a regular schedule. Mr. Rowe and Mr. Pender discussed the trash pickup and the limitation due to high number of people on the beach and turtle watch patrol. Mr. Pender also discussed the LNT education patrols reporting trash pickups needed. He also said that he has several rakes in storage that were bought after the Deepwater Horizon oil spill.

Ms. Pease asked if the rack cards handed out during the education patrols could also list the flag warnings.

Mr. Phillips discussed increasing the number of patrols as well as signage on the vehicles.

Discussion regarding beach raking took place. Mr. Rowe suggested increasing the number of rakes on the beach at one time. Mr. Rowe said he will review the current contract and make a suggestion to the County Commission to amend the contract to address all issues discussed. Mr. Rowe also clarified that Mr. Pender's employees are not lifeguards and are not to be expected to act as such.

**VII. PRESIDENT'S REPORT**

Mr. Rowe had three items to discuss:

Panama City Beach was named as one of Southern Living's top ten beaches, coming in at number seven this year.

That will appear in the April issue of the magazine.

The 10<sup>th</sup> anniversary at ECP Airport is coming up.

Brea Webb is leaving our organization and Katie Griffiths has been hired into that position.

**VIII. CHAIRMAN'S REPORT**

None.

**IX. AUDIENCE PARTICIPATION**

None.

**X. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary