

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

Approved Consent Agenda - **Walsingham/Chester**

- A. Approve payment of APTIM Coastal Planning & Engineering, Inc. Invoices 519612-RI-00636 & 519605
- B. Approve updates to CVB Employee Handbook
- C. Recognize the YTD Tourist Development Tax Report

Approved recommendation to the Bay County Board of County Commissioners an Amendment to the Beach Trash Pick-up and Grooming Agreement - **Casto/Wilkes**

Approved Leave No Trace program - **Phillips/Bailey**

Approved Closing Trust Accounts at Trustmark Bank that are no longer in use - **Walsingham/Patronis**

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

Tuesday, March 9, 2021

9:00 a.m.

Council Room, PCB City Hall

**Board Members Present:**

Phil Chester  
Andy Phillips  
Phillip Griffitts, 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.

**III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**

None

**IV. CONSENT AGENDA**

Mr. Rowe read the Consent Agenda into the record. The Board moved Item D and Added an Item for the Leave No Trace Program to Section V, Discussion Items.

- A. Approve payment of APTIM Coastal Planning & Engineering, Inc. Invoices 519612-RI-00636 & 519605
- B. Approve updates to CVB Employee Handbook
- C. Recognize the YTD Tourist Development Tax Report.

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

**Motion passed with unanimous vote.**

**V. DISCUSSION ITEMS**

- A. Approve recommendation to the Bay County Board of County Commissioners an Amendment to the Beach Trash Pick-up and Grooming Agreement

Mr. Griffiths stated the he and others wanted to move this item from consent agenda so that an explanation could be given. Mr. Rowe explained that this is a restated contract for a year. It revises parts of the contract that are no longer applicable and added the adjusted beach grooming schedule in conjunction with the City of PCB's enforcement of beach chair vendors moving rental chairs to the toe of the dunes each day. Included in the revision is a new beach raking schedule that would meet the needs of the City of PCB, and address the raking of both the unincorporated and City of PCB area of the beach. This schedule ensures the raking is equal regardless of beach jurisdiction. The new schedule also clarifies that Mr. Rowe or his designee will be able to add grooming and trash pick up as demand dictates.

Mr. Phillips asked about the number of grooming runs and trash pick up compared to last year as well as why this is being voted on now verses after the vendor confirms their ability to increase the grooming. Mr. Rowe explained the increase annually and the need to approve now. Other discussion took place concluding with the board agreeing to have a motion and vote.

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

**Motion passed with unanimous vote.**

- B. Leave No Trace Program

Mr. Rowe asked the board to have a motion to initiate the LNT program as soon as possible.

**Mr. Phillips moved; seconded by Mr. Bailey to approve.**

**Motion passed with unanimous vote.**

- C. 2020 Visitor Profile, Mr. Berkley Young

Mr. Young reviewed visitor research reports and how those findings will influence future visitor estimates.

- D. Marketing Update, Ms. Jayna Leach and Ms. Melonie Sturm

Ms. Leach reviewed the flexibility of marketing that occurred during the pandemic in 2020. She also reviewed the marketing strategy for 2021 and maintaining the flexibility in marketing platforms to adjust for any changes in pandemic protocols. Ms. Sturm discussed the visitor engagement via online platforms and websites. They discussed future marketing and LNT rack cards as well.

**VI. PRESIDENT'S REPORT**

Mr. Rowe discussed the landscaping plan for area roads. He also stated that 250,000 dollars was earmarked out of cash forward for replacing the roof on the TDC/CVB office and Visitor Center building. Those funds will be taken out of the current year contract line from department 69 in order to facilitate the immediate process of replacing the roof. That amount will be put back into the contract account after the cash forward is complete.

Mr. Rowe asked the Board's permission to close old unused Trust Accounts with a zero balance.

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

**Mr. Chester left the meeting early and was not present at the time of this items vote.**

**Motion passed with all 8 remaining Board Members voting YES.**

**VII. CHAIRMAN'S REPORT**

Ms. Pease asked Mr. Rowe if there has been any new sponsorships at the Sports Park. Mr. Rowe stated there are not new ones yet but there are several being pursued. She asked how the bookings are looking at the Sports Park. He stated that there were some cancellations. However there are future events being booked.

**VIII. AUDIENCE PARTICIPATION**

None.

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary