

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

1. Combined: Approved the Consent Agenda:
  - A. Approve payment of Dewberry Engineers Invoice 50131331
  - B. Approve payment of APTIM Coastal Planning & Engineering, Inc. Invoices 506644-RI00631 & 507040  
**Griffitts/Wilkes**
2. CVB: Approved Action Item:
  - A. Discuss and consider for approval a joint resolution transferring ownership of the St. Andrew School to Bay County in exchange for the satisfaction of an obligation of the School Board of Bay County to the Panama City Beach Convention and Visitors Bureau, Inc., Mr. Dan Rowe, President  
**Walsingham/Casto**

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

Tuesday, November 10, 2020

9:00 a.m.

Council Room, PCB City Hall

**Board Members Present:**

Phil Chester, Chairman  
Phillip Griffitts, Jr.  
Paul Casto  
Gary Walsingham  
Buddy Wilkes

**Board Members Absent:**

Steve Bailey  
Yonnie Patronis, Treasurer  
Clair Pease, Vice Chairman  
Andy Phillips

**I. CALL MEETING TO ORDER**

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

**II. ROLL CALL**

There were five members present, four absent.

- A. Invocation  
Mr. Wilkes gave the Invocation.
- B. Pledge of Allegiance  
Mr. Chester 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. Approve payment of Dewberry Engineers Invoice 50131331
- B. Approve payment of APTIM Coastal Planning & Engineering, Inc. Invoices 506644-RI00631 & 507040

**Mr. Griffitts moved; seconded by Mr. Wilkes to approve the consent agenda.**

**Motion passed with unanimous vote.**

## V. PRESENTATIONS

### A. TDT Collections, Mr. Dan Rowe

Mr. Rowe gave a summary of year to date collections for PCB, PC, and Mexico Beach. He explained that the comparative data is skewed due to the time of year and collections being reported. He also discussed the estimated effects of the pandemic on revenue and booking trends for the rest of FY 2020. The YTD revenue loss is around eight percent. Mr. Casto asked the dollar amount of lost revenue YTD. Mr. Rowe said that was approximately two million. He went on to say that the month of September was a record breaking month for collections.

### B. Mexico Beach Marketing Initiatives, Ms. Jayna Leach & Ms. Kimberly Shoaf

Ms. Leach gave a summary of the MB marketing that has begun. Ms. Shoaf stated that they worked with Luckie & Co. for the marketing campaign. She gave a summary of the campaign including drawing visitors with remembering, returning, and restore for the focus. She showed the static advertisements as well as video.

### C. PCB Sports Park Marketing Initiatives, Ms. Jayna Leach & Mr. Michael Booini

Ms. Leach gave a summary of the marketing initiative with the Sports Park as well as public relations. Mr. Booini spoke about the event marketing as well as opportunities for revenue by selling the photos taken during events. He discussed the social media campaign and media relations. Also, he discussed plan for the year to be highly visible online and in social media. He stated that directional signage through the DOT will be put in place in the near future.

## VI. BOARD ACTION ITEMS

### A. Discuss and consider for approval a joint resolution transferring ownership of the St. Andrew School to Bay County in exchange for the satisfaction of an obligation of the School Board of Bay County to the Panama City Beach Convention and Visitors Bureau, Inc., Mr. Dan Rowe, President

Mr. Rowe gave a summary of the origin of the agreement and the importance of the preservation of the building as a community art and cultural center. Mr. Wilkes asked what the involvement is for the CVB. Mr. Rowe explained that the CVB is a conduit for the building's restoration and ownership. He said this is a wonderful way for the CVB to contribute to the community and settlement of an agreement. Also, the CVB would only assist in attaining grant funding for future use and would not be expending any funds.

**Mr. Walsingham moved; seconded by Mr. Casto to approve the action item.  
Motion passed with unanimous vote.**

## VII. DISCUSSION ITEM

### A. Performance Evaluation for the CVB President/CEO, Mr. Phil Chester, Chairman

Mr. Chester stated that Mr. Rowe had not been evaluated since 2017. Mr. Sale reviewed the process of evaluation. He said the evaluation will cover three years. He said he will begin the process following this meeting.

## VIII. PRESIDENT'S REPORT

Mr. Rowe recognized Ms. Anne Williams retirement as well as the birth of Greyson Stewart. He also stated that ACOF is going to include hurricane Sally damage to the St. Andrews project.

## IX. CHAIRMAN'S REPORT

None.

## X. AUDIENCE PARTICIPATION

None.

## **XI. ADJOURNMENT**

### **Meeting Addendum: Called while audience and board members still present.**

Update on Visit Panama City Bean Ironman, Mr. Dan Rowe

Mr. Rowe gave a summary of the race including the course locations as well as the CVB sponsorship.

Respectfully submitted,  
Sharon Cook, Recording Secretary