



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

Tuesday, October 13, 2020

9:00 a.m.

Council Room, PCB City Hall

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
  - A. Invocation
  - B. Pledge of Allegiance
  - C. Approve July, August & September 2020 Meeting Minutes
- III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**
- IV. CONSENT AGENDA**
  - A. Approve payment of Dewberry Engineers Invoices 1875763 & 1875877
  - B. Approve payment of APTIM Coastal Planning & Engineering, Inc. Invoices 503987-RI00636 & 503512-RI-00636
- V. PRESENTATIONS**
  - A. TDT Collections, Mr. Dan Rowe
- VI. BOARD ACTION ITEMS**
  - A. Discuss and consider for approval the CVB Marketing Plan, Ms. Jayna Leach, Ms. Melonie Sturm, Watauga Group, and Ms. Chris Greenhalgh, Luckie & Co.
- VII. PRESIDENT'S REPORT**
- VIII. CHAIRMAN'S REPORT**
- IX. AUDIENCE PARTICIPATION**
- X. ADJOURNMENT**

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, JULY 30, 2020**

1. Combined: Approved the minutes from May 19, 2020 and current agenda item correction  
**Walsingham/Phillips**
2. Combined: Approved the Consent Agenda:  
Item A - Payment of APTIM invoices 493491 (\$757.50), 493493-RI00631 (\$21,955.50), and 496225-RI00636 (\$8,782.20)  
Item B - Payment of Dewberry Engineers Inc. invoices 1853902 (\$10,793) and 1842197 (\$61,340)  
**Phillips/Pease**
3. Combined: Approved Board Action Item:  
Item A - Recommend to the Bay County Board of County Commissioners (BOCC) a resolution supporting Beach Management Program Grants within Bay County, including Panama City Beach, Mexico Beach and St. Andrew State Park  
**Walsingham/Pease**  
Item B - Approve a scope of work for St. Andrew State Park, in the amount of \$53,125, for APTIM to seek a permit modification to facilitate the renourishment of the gulf-front beaches to the west of the jetties within St. Andrews State Park  
**Wilkes/Pease**  
Item C - Approve a scope of work for St. Andrew State Park, in the amount of \$82,045, for Dewberry/MRD Associates to design the renourishment project for the gulf-front beaches to the west of the jetties within St. Andrews State Park  
**Phillips/Wilkes**

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

Tuesday, July 30, 2020

9:00 a.m.

Council Room, PCB City Hall

**Board Members Present:**

Phil Chester, Chairman  
Andy Phillips  
Clair Pease, Vice Chairman  
Buddy Wilkes  
Paul Casto  
Gary Walsingham  
Yonnie Patronis, Treasurer  
Steve Bailey

**Board Members Absent:**

Phillip Griffiths, Jr.

**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.
- C. Approve the Minutes from May 19, 2020
- D. Mr. Rowe asked for a correction to the agenda. Section V-Board Action Items, Item C, change dollar amount from 82,045 to 81,135.

**Mr. Walsingham moved; seconded by Mr. Phillips to approve the minutes and agenda item correction.**

**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.

Item A - Payment of APTIM invoices 493491 (\$757.50), 493493-RI00631 (\$21,955.50), and 496225-RI00636 (\$8,782.20)

Item B - Payment of Dewberry Engineers Inc. invoices 1853902 (\$10,793) and 1842197 (\$61,340)

**Mr. Phillips moved; seconded by Ms. Pease to approve the consent agenda.**

**Motion passed with unanimous vote**

**V. BOARD ACTION ITEMS**

Item A - Recommend to the Bay County Board of County Commissioners (BOCC) a resolution supporting Beach Management Program Grants within Bay County, including Panama City Beach, Mexico Beach and St. Andrew State Park

**Mr. Walsingham moved; seconded by Ms. Pease to approve action item A.**

**Motion passed with unanimous vote**

Item B - Approve a scope of work for St. Andrew State Park, in the amount of \$53,125, for APTIM to seek a permit modification to facilitate the renourishment of the gulf-front beaches to the west of the jetties within St. Andrews State Park

Mr. Rowe summarized that this action will allow the east end of our beach renourishment project to include the state park. That project is being funded from State funds. This action will also allow the CVB to include the state park in future renourishment projects as well. Ms. Pease asked why Shell Island is not included in the scope of work. Mr. Rowe stated that the west side of the jetties belongs to the state park and is adjacent to our current renourishment project and affects our project.

**Mr. Wilkes moved; seconded by Ms. Pease to approve action item B.**

**Motion passed with unanimous vote**

Item C - Approve a scope of work for St. Andrew State Park, in the amount of \$82,045, for Dewberry/MRD Associates to design the renourishment project for the gulf-front beaches to the west of the jetties within St. Andrews State Park

Mr. Rowe stated that Lisa Armbruster revised the dollar amount just prior to the start of this meeting.

**Mr. Phillips moved; seconded by Mr. Wilkes to approve action item C.**

**Motion passed with unanimous vote**

**VI. DISCUSSION ITEMS**

Item A - Tourist Development Tax estimates for FY 2020 and FY 2021. Mr. Dan Rowe, Executive Director

Mr. Rowe gave an update of collections for the month of June and resiliency of our destination after beach closures due to Covid-19. He also discussed current reservation trends and how it may affect future collections. Mr. Wilkes asked if research surveys will be done in the future to determine the reasons for visitors to our destination. Mr. Rowe stated that research and other visitor surveys will be done.

The board also discussed winter visitors and spring 2021 and the effect of the pandemic on each.

Item B - FY 2020 Expenditure estimates for the TDC/CVB. Ms. Charlene Honnen, Vice-President of Administration

Ms. Honnen gave a summary of expenditure estimate for the remainder of FY 2020. She and Mr. Rowe answered questions from board members as well as discussing the staff's ability to reduce their spending to accommodate lower revenues due to the pandemic. They also discussed the Sports Park sponsorships revenue and future potential activity.

Mr. Phillips asked for information regarding the four million in savings and carry forward. Mr. Rowe explained that those funds have been accumulating year over year to be used for unforeseen emergency expenditures and capital projects.

Also discussed was the expenditure savings during the pandemic and how the reduction was accomplished. The board also discussed the federal and state Covid-19 recovery stimulus funds and how we are taking advantage of them.

**VII. PRESIDENT'S REPORT**

Mr. Rowe highlighted some good news: PCB has been deemed one of the most Instagramable beaches in the world as well as other accolades. He summarized the sports park upcoming events and that the park is more active than previous years. (Concerning number of teams at tournaments and events.) Mr. Walsingham asked about the temperatures on the fields as well as the distance of parking from the facility. Mr. Cox explained that the temperatures were being monitored. He said he had not received any complaints about that issue nor the parking distance.

Mr. Patronis stated that he has heard from event holders that Frank Brown Park is difficult to deal with. Mr. Sanders stated that Frank Brown has been used as over flow and that those complaints were unfounded. Mr. Rowe agreed and said that this year has seen very bad weather and the city is doing all they can to make the fields playable after inclement weather. He explained the importance of it to use as over flow. Mr. Patronis also said the 8pm curfew for the park made play difficult and the reason was that the park did not want to pay overtime. Mr. Rowe explained that the new sports park would be working closely with Frank Brown regarding schedules.

Mr. Cox discussed how the pandemic has effected the new parks scheduling.

Mr. Rowe finalized his report by stating that he became Chairman of Visit Florida.

**VIII. CHAIRMAN'S REPORT**

None.

**IX. AUDIENCE PARTICIPATION**

None.

**X. ADJOURNMENT**

Respectfully submitted,

Sharon Cook, Recording Secretary

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, August 25, 2020**

1. Combined: Approved the minutes from June 09, 2020  
**Wilkes/Pease**
2. Combined: Approved the Consent Agenda:  
Item A - Panama City CDC FY2021 Proposed Budget & Program of Work.  
Item B - Mexico Beach CDC FY2021 Proposed Budget & Program of Work.  
Item C - BEACH NOURISHMENT - Approve APTIM Coastal Planning & Engineering, Inc. Invoice #498126  
**Patronis/Pease**
3. Combined: Approved Board Action Item:  
Item A - the Panama City Beach CVB/TDC FY 2021 Budget & Program of Work.  
**Griffitts/Pease**

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

Tuesday, August 25, 2020

9:00 a.m.

Council Room, PCB City Hall

**Board Members Present:**

Phil Chester, Chairman  
Clair Pease, Vice Chairman  
Steve Bailey  
Phillip Griffiths, Jr.  
Buddy Wilkes  
Paul Casto  
Yonnie Patronis, Treasurer

**Board Members Absent:**

Andy Phillips  
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 seven members present, two absent.

- A. Invocation  
Mr. Wilkes gave the Invocation.
- B. Pledge of Allegiance  
Ms. Pease led the Pledge of Allegiance.
- C. Approve the Minutes from June 09, 2020

**Mr. Wilkes moved; seconded by Ms. Pease to approve the minutes.**

**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. Recommend to the BOCC for acceptance of the Panama City CDC FY2021 Proposed Budget & Program of Work.
- B. Recommend to the BOCC for acceptance of the Mexico Beach CDC FY2021 Proposed Budget & Program of Work.
- C. BEACH NOURISHMENT - Approve APTIM Coastal Planning & Engineering, Inc. Invoice #498126

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

**Motion passed with unanimous vote**

**V. BOARD ACTION ITEMS**

- A. Discuss and consider for approval the Panama City Beach CVB/TDC FY 2021 Budget & Program of Work.

Mr. Rowe gave a summary of the FY 2021 budget and program of work. He also discussed year over year actual expenditures and the effects of the pandemic on FY 2020 revenues and expenditures. The board discussed events that the CVB sponsored in the past and the process by which the decision for sponsorships will be made. Mr. Rowe explained the guidelines for future events taking place will be based on state and federal regulation regarding the pandemic.

**Mr. Griffiths moved; seconded by Ms. Pease to approve the board action item.  
Motion passed with unanimous vote**

**VI. PRESIDENT'S REPORT**

Mr. Rowe stated that the beach renourishment project is going forward. He also stated that in response to Mr. Walsingham's request for information regarding landscaping on the east end of the beach, he has been discussing this with the landscape company and will report to the board in the future. He also reviewed reservation booking trends and said that research surveys are being done to determine the demographic and other information of current and future visitor's.

**VII. CHAIRMAN'S REPORT**

Mr. Chester asked Mr. Cox how the sports fields looked after the storms. Mr. Cox stated that they are good.

**VIII. AUDIENCE PARTICIPATION**

None.

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary



**MOTIONS PASSED AT THE COMBINED BOARD MEETING, September 8, 2020**

1. Combined: Approved the Consent Agenda:
  - A. BEACH NOURISHMENT - Approve APTIM Coastal Planning & Engineering, Inc. Invoice #500124, Invoice 499323-RI-00636 & Invoice # 498126
  - B. Approve the write off of previously allowanced bad debt expense
  - C. Approve the Co-op/Magazine Advertising/Sponsorship Participation Policy  
**Patronis/Casto**

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

Tuesday, September 8, 2020

9:00 a.m.

Council Room, PCB City Hall

**Board Members Present:**

Phil Chester, Chairman

Andy Phillips

Phillip Griffiths, Jr.

Paul Casto

Gary Walsingham (Arrived at 9:10am)

Yonnie Patronis, Treasurer

Clair Pease, Vice Chairman

Steve Bailey

**Board Members Absent:**

Buddy Wilkes

**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. Chester 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. BEACH NOURISHMENT - Approve APTIM Coastal Planning & Engineering, Inc. Invoice #500124, Invoice 499323-RI-00636 & Invoice # 498126

B. Approve the write off of previously allowed bad debt expense

C. Approve the Co-op/Magazine Advertising/Sponsorship Participation Policy

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

**Motion passed with unanimous vote.**

**V. PRESENTATIONS**

**A. TDT Collections for July, Mr. Dan Rowe**

Mr. Rowe gave a summary of year to date collections for PCB, PC, and Mexico Beach. He also discussed the estimated effects of the pandemic on revenue and booking trends for the rest of FY 2020.

**B. Visitor Sentiment Survey results, Mr. Dan Rowe**

Mr. Rowe summarized the results from the visitor sentiment survey. The board discussed current booking habits being short term and how well PCB has done as a drive market. Mr. Rowe said that the marketing plan will be brought to the board for approval. He also discussed how flexible the CVB marketing plan is and the benefit of having that ability.

**VI. PRESIDENT'S REPORT**

Mr. Rowe stated that the sports park debt payment is budgeted at the rate before it was refinanced. If the board wants to change the budget later, they will be able to.

**VII. CHAIRMAN'S REPORT**

None.

**VIII. AUDIENCE PARTICIPATION**

None.

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary

# INVOICE



# Dewberry®

**Please remit to:** DEWBERRY ENGINEERS INC.  
P.O. Box 821824  
Philadelphia, PA 19182-1824  
(703)849-0100 TIN: 13-0746510

**Bill To:** BAY COUNTY TDC  
CHARLENE HONNEN, CPA  
17001 PANAMA CITY BEACH PARKWAY  
PANAMA CITY BEACH FL 32413

**Invoice #:** 1875763  
**Invoice Date:** 9/11/2020  
**Due Date:** 10/11/2020  
**Client #:** 498941  
**Contract #:** 50131331  
**Batch #:** 2982951

**Dewberry Project:** 50086791 Bay County

**Work Performed Thru Period Ending** 8/28/2020

**Job:** 50131331 St. Andrews State Park  
Beach & Dune Restoration  
Task Order No. 17

## LUMP SUM BILLING

<u>Task ID</u>	<u>Task Description</u>	<u>Contract Amount</u>	<u>Pct Comp</u>	<u>Amount Earned</u>	<u>Previously Billed</u>	<u>Current Amount</u>
L001	Beach and Offshore Surveys	9,625.00	100.00	9,625.00	.00	9,625.00
L002	Design, Sketches, Const. Dwgs	71,510.00	8.38	5,990.00	.00	5,990.00
<b>SUBTOTAL</b>		81,135.00	19.25	15,615.00	.00	\$ 15,615.00

**TOTAL FOR JOB:** 50131331 \$ 15,615.00

**TOTAL INVOICE AMOUNT DUE \$ 15,615.00**  
**BY 10/11/2020**

*Please Reference Invoice Number with Payment*

*This invoice is due and payable within 30 days of the invoice date. Any questions pertaining to the above should be brought to the attention of Dewberry immediately. Thank you.*

This invoice accurately reflects the terms and conditions of our agreement and the amount hereon is correct.  
FREDERICK C RANKIN

Dewberry complies with Section 202 of Executive Order 11246 as amended by Executive Order 11375.

# INVOICE



# Dewberry®

Please remit to: DEWBERRY ENGINEERS INC.  
P.O. Box 821824  
Philadelphia, PA 19182-1824  
(703)849-0100 TIN: 13-0746510

**Bill To:** BAY COUNTY TDC  
CHARLENE HONNEN, CPA  
17001 PANAMA CITY BEACH PARKWAY  
PANAMA CITY BEACH FL 32413

**Invoice #:** 1875877  
**Invoice Date:** 9/18/2020  
**Due Date:** 10/18/2020  
**Client #:** 498941  
**Contract #:** 50107126  
**Batch #:** 2982955

**Dewberry Project:** 50086791 Bay County

**Work Performed Thru Period Ending** 8/28/2020

**Job:** 50107126 MB Restoration Design/Permit  
Task Order No. 14

## LUMP SUM BILLING

Task ID	Task Description	Contract Amount	Pct Comp	Amount Earned	Previously Billed	Current Amount
L001	2.1 Preliminary Design	88,600.00	100.00	88,600.00	69,960.50	18,639.50
L002	2.2 Final Design	18,640.00	100.00	18,640.00	18,640.00	.00
L003	3.1 Preapplication Meeting	10,450.00	47.85	5,000.00	5,000.00	.00
L004	3.2 Permit Application	47,360.00	66.93	31,700.00	31,700.00	.00
L005	3.3 Permit Application Process	46,650.00	25.77	12,020.00	6,000.00	6,020.00
<b>SUBTOTAL</b>		211,700.00	73.67	155,960.00	131,300.50	\$ 24,659.50

**TOTAL FOR JOB:** 50107126 \$ 24,659.50

**TOTAL INVOICE AMOUNT DUE** \$ **24,659.50**  
**BY 10/18/2020**

*Please Reference Invoice Number with Payment*

*This invoice is due and payable within 30 days of the invoice date. Any questions pertaining to the above should be brought to the attention of Dewberry immediately. Thank you.*

This invoice accurately reflects the terms and conditions of our agreement and the amount hereon is correct.  
JOSHUA B BAXLEY

Dewberry complies with Section 202 of Executive Order 11246 as amended by Executive Order 11375.



APTIM  
2481 NW Boca Raton Blvd.  
Boca Raton, FL 33431  
Tel: +1-561-391-8102  
Fax: +1 561-391-9116

Charlene Honnen  
Bay County TDC  
17001 Panama City Beach Pkwy.  
Panama City Beach, FL 32413

9/24/2020  
Invoice # 503987-RI-00636

Billing Period: through 8/31/2020  
Consultant's Project # 636016495

Professional Engineering Services Invoice For:

St. Andrews State Park Permit Modification  
Task Order # 18

TASK	APPROVED CONTRACT AMOUNT	PERCENT COMPLETE	TOTAL
Task 1: Permit Modification Request	\$43,697.00	5%	\$2,184.85
Task 2: RAI	\$9,428.00	0%	\$0.00
Sub-Total:	\$53,125.00		\$2,184.85
TOTAL CURRENT AMOUNT DUE THIS INVOICE.....			<u>\$2,184.85</u>

Please remit to:

P.O. Box 847958  
Boston, MA 02284-7958



APTIM  
2481 NW Boca Raton Blvd.  
Boca Raton, FL 33431  
Tel: +1-561-391-8102  
Fax: +1 561-391-9116

Charlene Honnen  
Bay County TDC  
17001 Panama City Beach Pkwy.  
Panama City Beach, FL 32413

9/22/2020  
Invoice # 503512-RI-00636

Billing Period: through 8/31/2020  
Consultant's Project # 1570003532

Professional Engineering Services Invoice For:

Phase 2 Geophysical and Geotechnical Sand Search for Mexico Beach, Florida  
Task Order # 16

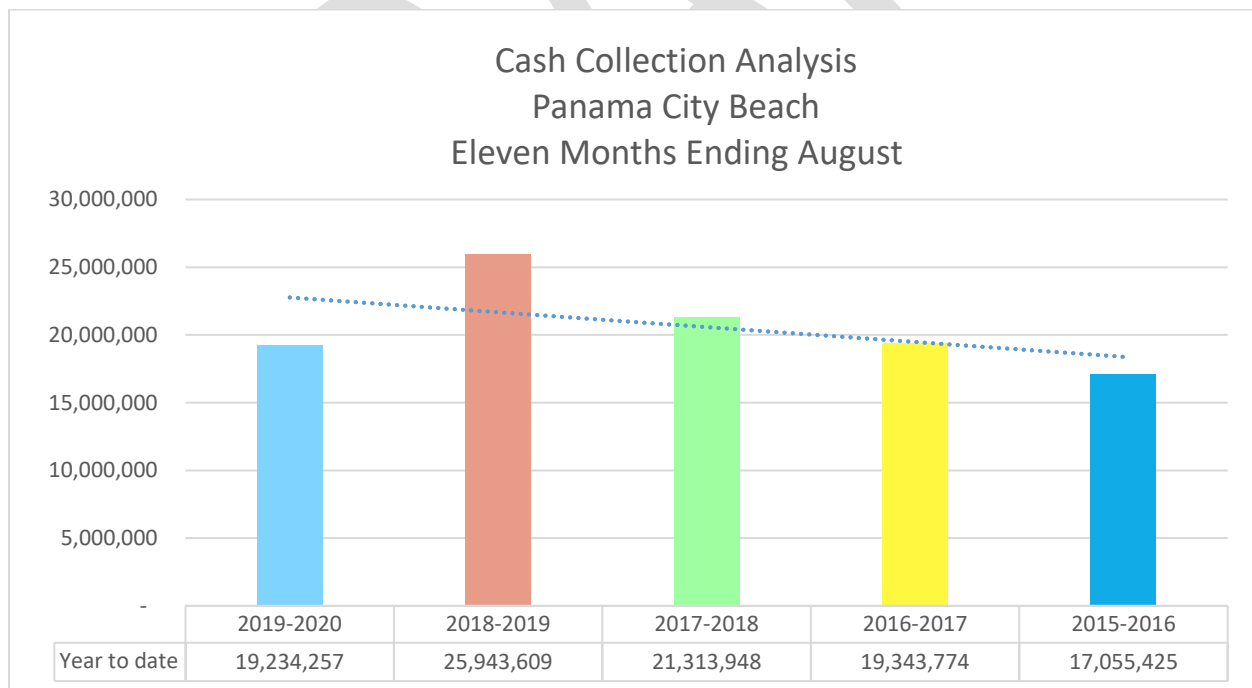
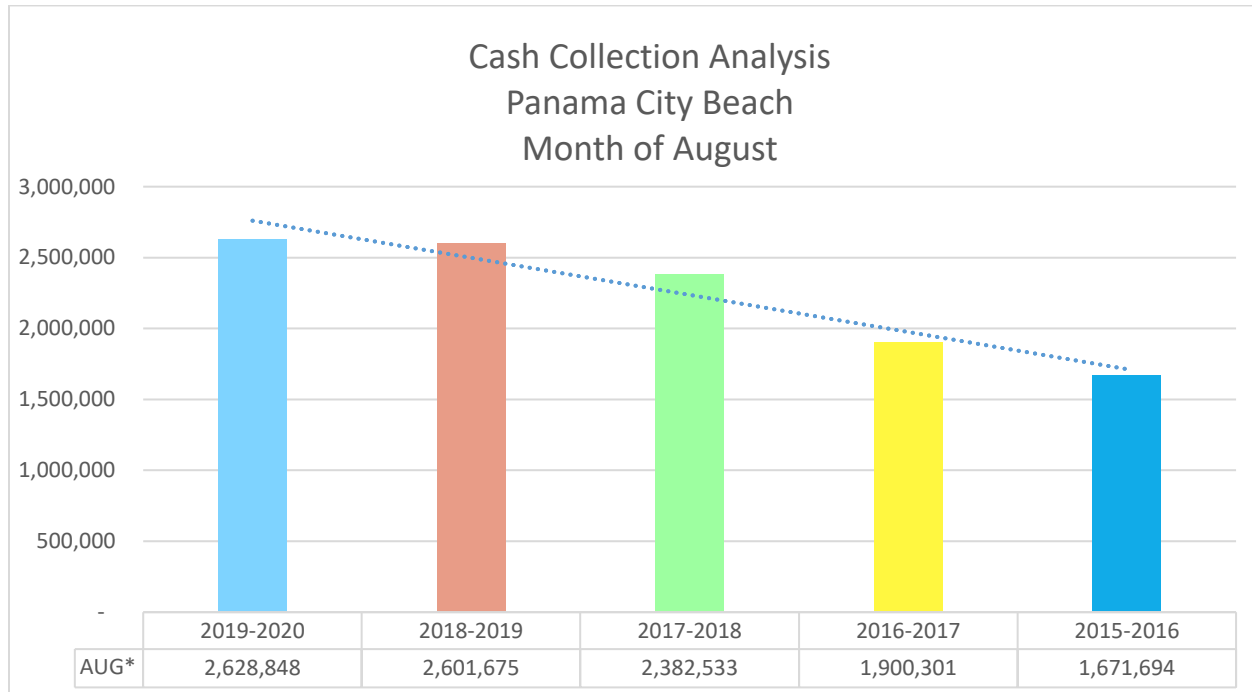
TASK	APPROVED CONTRACT AMOUNT	PERCENT COMPLETE	TOTAL
Phase 2 Sand Search & Numerical Modeling	\$439,110.00	98.228%	\$431,328.97
Sub-Total:	\$439,110.00		\$431,328.97
		LESS PREVIOUS INVOICE:	430,327.80
TOTAL CURRENT AMOUNT DUE THIS INVOICE.....			<u>\$1,001.17</u>

Please remit to:

P.O. Box 847958  
Boston, MA 02284-7958



## Tourist Development Tax, Bay County, Florida

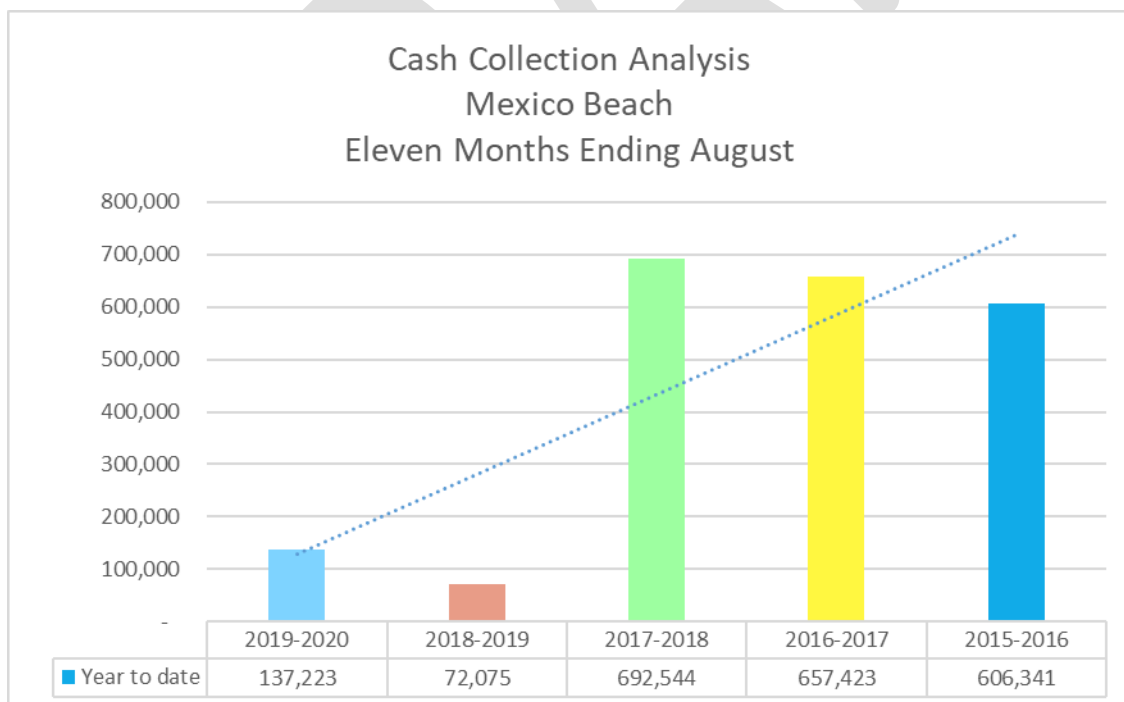
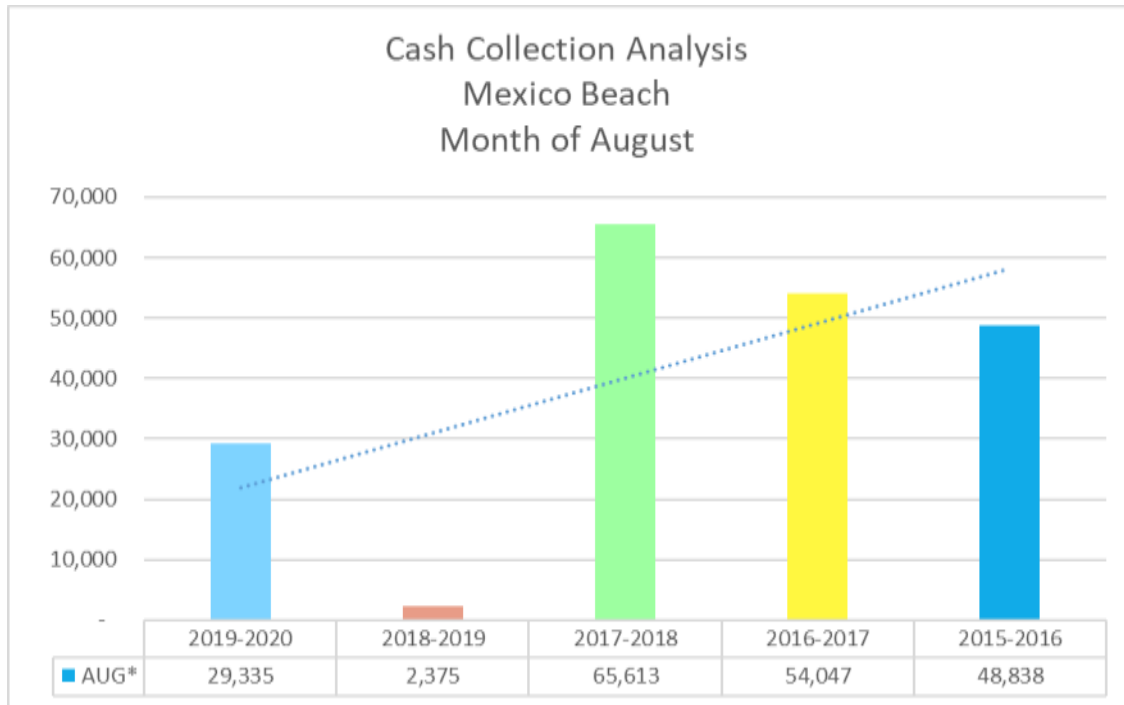


**Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402**  
**Express Delivery: 840 w 11th St Suite #3000, Panama City, Florida 32401**  
**Phone: (850) 747-5226    Fax: (850) 747-5212**  
**Visit us at: <https://TDC.BayCoClerk.com/TouristTax/>    Email: [TDC@BayCoClerk.com](mailto:TDC@BayCoClerk.com)**





## Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

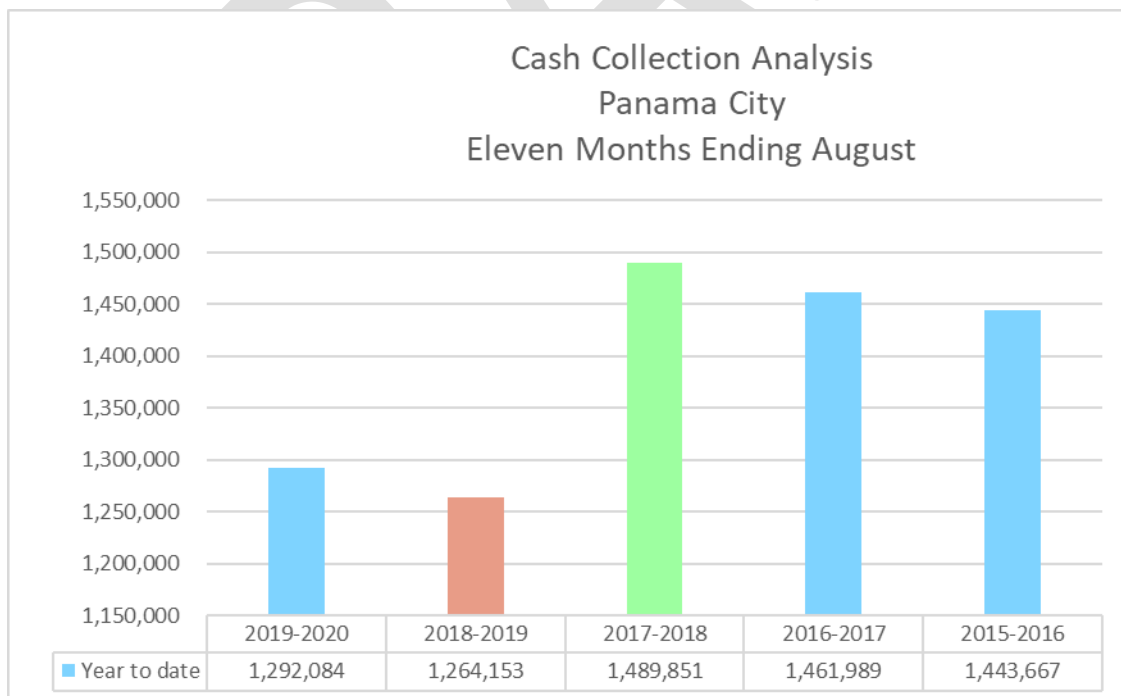
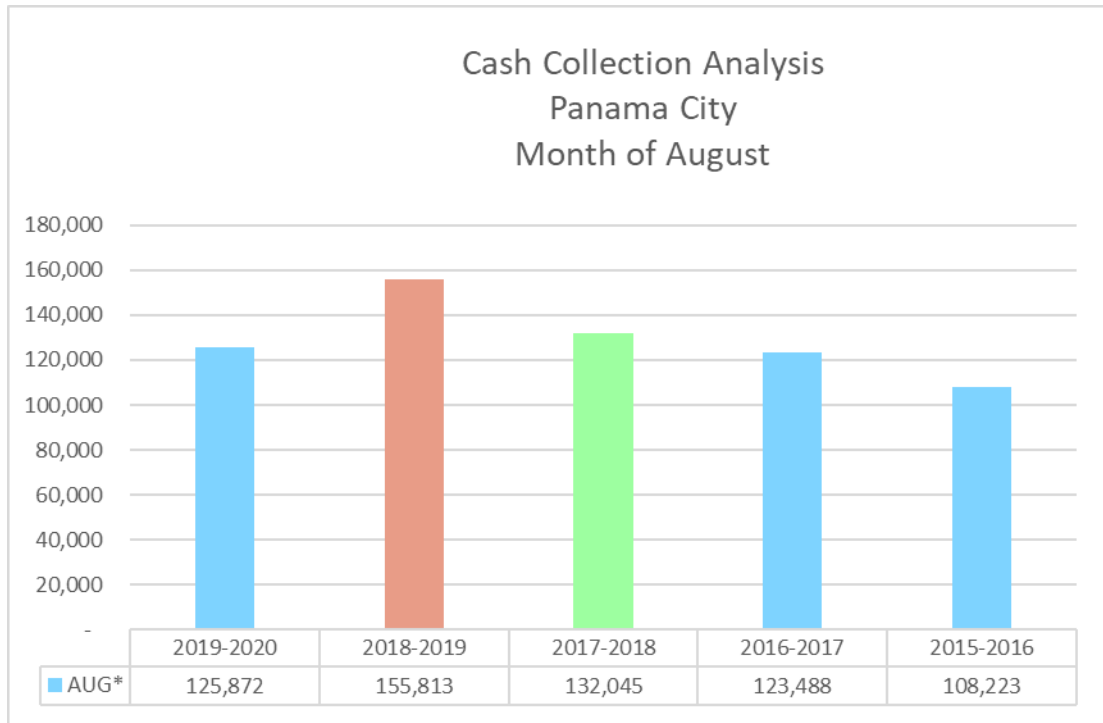
Express Delivery: 840 w 11th St Suite #3000, Panama City, Florida 32401

Phone: (850) 747-5226 Fax: (850) 747-5212

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: [TDC@BayCoClerk.com](mailto:TDC@BayCoClerk.com)



## Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402

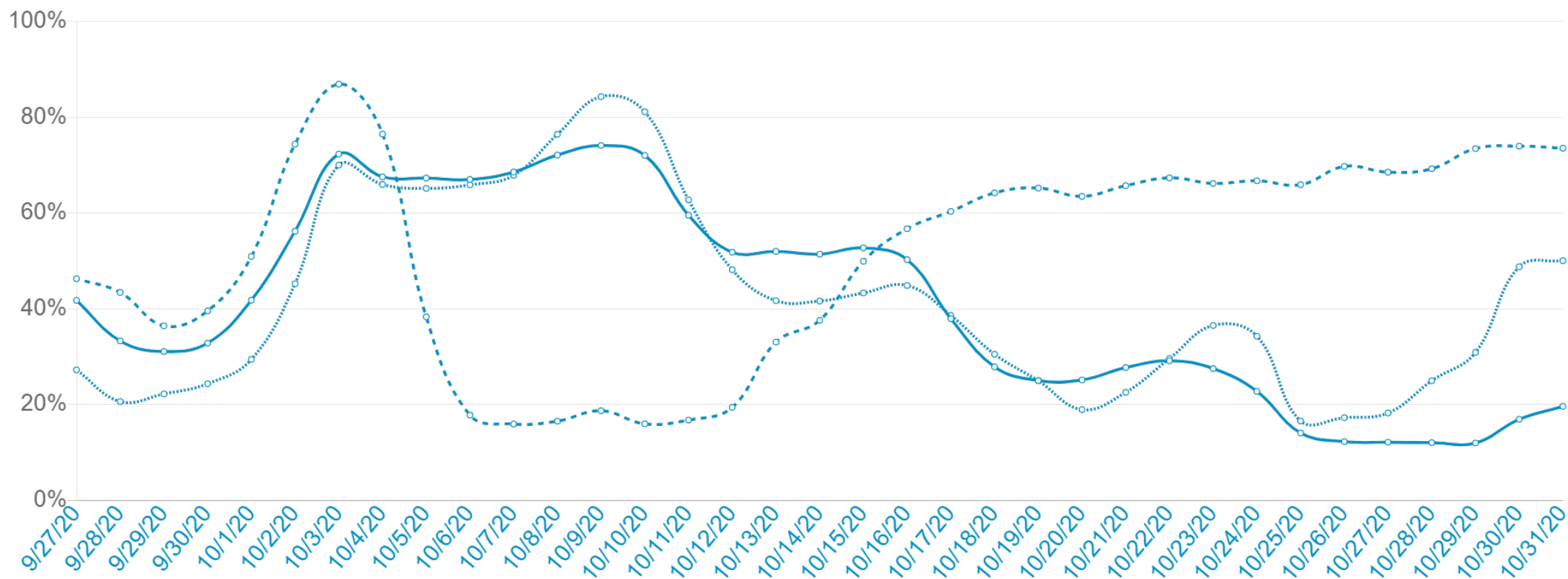
Express Delivery: 840 w 11th St Suite #3000, Panama City, Florida 32401

Phone: (850) 747-5226 Fax: (850) 747-5212

Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: [TDC@BayCoClerk.com](mailto:TDC@BayCoClerk.com)

## Panama City Beach Adjusted Paid Occupancy %

All Selected Markets (9/27/2020 to 10/31/2020) | 40.8%
All Selected Markets (Compared 9/29/2019 to 11/2/2019) | 41.9%
All Selected Markets (Compared 9/30/2018 to 11/3/2018) | 51.5%



## Panama City Beach Total Revenue (Nightly)

All Selected Markets (9/27/2020 to 10/31/2020) | \$6,683,348
All Selected Markets (Compared 9/29/2019 to 11/2/2019) | \$5,341,055  
All Selected Markets (Compared 9/30/2018 to 11/3/2018) | \$4,997,998

