

MOTIONS PASSED AT THE COMBINED BOARD MEETING OCTOBER 8, 2019

1. Combined: Approved the Consent Agenda:
Item A - Anchor CEI Invoice #290
Item B - APTIM Coastal Planning & Engineering, Inc. Invoice #464179-RI-00636 MB and Invoice #464538
Item C - CVB/TDC Financial Statements Dated August 31, 2019.
Griffitts/Phillips

2. TDC: Approved PCBSC recommendation to award the Athletic Trainers RFQ service agreement to Gulf Coast Medical Center. **Phillips/Pease**

3. Combined: Approved PCB CVB FY 2020 Marketing Plan. **Walsingham/Pease**

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

Tuesday, October 08, 2019

9:00 a.m.

Council Room, PCB City Hall

Board Members Present:

Buddy Wilkes, Chairman
Phil Chester, Vice Chairman
Clair Pease
Andy Phillips (late 9:05)
Phillip Griffiths, Jr.
Mike Thomas
Gary Walsingham
Yonnie Patronis

Board Members Absent:

David Chapman

I. CALL MEETING TO ORDER

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

II. ROLL CALL

There were eight members present, one absent.

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. UPDATE ON TOURIST DEVELOPMENT TAX COLLECTIONS, Mr. Tyler Miller, Tourist Development Tax Specialist

Mr. Tyler Miller, Tourist Development Tax Specialist, reported Panama City Beach tax collections for August 31, 2019. Mr. Miller reviewed the financial statements stating that there was a rise in active units but income units were down. Ms. Pease asked if late payers are caught up. Mr. Miller stated that they were caught up.

V. CONSENT AGENDA

Mr. Rowe read the Consent Agenda into the record.

- A. SPORTS PARK PROJECT MANAGEMENT – Approve Anchor CEI Invoice #290
- B. BEACH NOURISHMENT – Approve APTIM Coastal Planning & Engineering, Inc. Invoice #464179-RI-00636 MB and Invoice #464538
- C. FINANCIAL STATEMENTS—Approve CVB/TDC Financial Statements Dated August 31, 2019

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

Motion passed by the following unanimous vote:

<i>Ms. Pease</i>	<i>Yes</i>
<i>Mr. Phillips</i>	<i>Yes</i>
<i>Mr. Walsingham</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>
<i>Mr. Griffiths</i>	<i>Yes</i>
<i>Mr. Patronis</i>	<i>Yes</i>
<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Wilkes</i>	<i>Yes</i>

VI. BOARD ACTION ITEMS

- A. Discuss and Consider for Approval the PCBSC recommendation to award the Athletic Trainers RFQ service agreement to Gulf Coast Medical Center, Mr. Dan Rowe.

Mr. Rowe stated that two companies responded: Premier and Gulf Coast Regional Medical Center. Premier scored second on the RFQ evaluation form. Ms. Pease asked why Gulf Coast was first in the scoring and was this cost already in the budget. Mr. Rowe said that there is no cost to the budget. The board had discussion confirming that this is a no cost service and that in return Gulf Coast will be allowed to place their logos within the training rooms as well as transporting patients to Gulf Coast as needed.

Mr. Phillips moved, seconded by Ms. Pease that the TDC approve the PCBSC recommendation to award the Athletic Trainers RFQ service agreement to Gulf Coast Medical Center.

Motion passed by the following unanimous vote:

<i>Ms. Pease</i>	<i>Yes</i>
<i>Mr. Phillips</i>	<i>Yes</i>
<i>Mr. Walsingham</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>
<i>Mr. Griffiths</i>	<i>Yes</i>
<i>Mr. Patronis</i>	<i>Yes</i>
<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Wilkes</i>	<i>Yes</i>

- B. Discuss and Consider for Approval the FY 2020 Marketing Plan, Ms. Jayna Leach, Ms. Mary Winslow, Ms. Melonie Strum, Ms. Gina Stouffer, and Mr. Mitch Bennett.

Ms. Leach, and the Advertising Company team members, presented the TDC/CVB FY2020 Marketing plan. Details were given regarding the vision, activation, segmentation, and customization of the plan. Mr. Mitch Bennett discussed the evolution of the current campaign as well as the new targeting program for the “Foodie/Entertainment” visitor.

Mr. Rowe stated specifically for the record that no member of the TDC/CVB Board were consulted regarding the use of any local business for any of the advertising promotional photos or videos.

The board discussed the breakdown of cost by type of media as well as the newer forms of media. Ms. Pease asked if there was an emergency contingency plan. Ms. Leach stated that a full crisis communication plan is in place and ready to implement as needed. Mr. Rowe stated that 250,000 dollars were reserved for that purpose.

Mr. Rowe discussed the newly implemented Facebook page specifically developed for post disaster communications for local businesses as well as a page for employees.

Ms. Leach and Mr. Rowe discussed a new initiative being called “Voluntourism”, and/or “Stay-It-Forward”, which will be developed and implemented in the near future. This plan will reach out to visitors who want to participate in community projects and volunteer opportunities during their vacation.

Mr. Walsingham moved, seconded by Ms. Pease that the Board approve the FY 2020 Marketing Plan.

Motion passed by the following unanimous vote:

<i>Ms. Pease</i>	<i>Yes</i>
<i>Mr. Phillips</i>	<i>Yes</i>
<i>Mr. Walsingham</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>
<i>Mr. Griffiths</i>	<i>Yes</i>
<i>Mr. Patronis</i>	<i>Yes</i>
<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Wilkes</i>	<i>Yes</i>

VII. PRESENTATIONS

- A. Panama City Beach Sports Complex Update, Mr. J.D. Wood

Mr. Wood reviewed the status of the park regarding events, sponsorships, advertising campaigns, leagues and field usage. He also displayed an example of the marketing video as well as a highlight presentation video. Several board members gave praise to Mr. Wood and his team for going above and beyond to make the park a great success.

I. PRESIDENT’S REPORT

Mr. Rowe stated that an award was received named the “Reader’s Choice Award”. He also informed the board of the Visit Florida Tourism Summit taking place in Mid-November. He reminded everyone that the Pirates Fest is the following weekend.

II. CHAIRMAN'S REPORT
None.

III. AUDIENCE PARTICIPATION
None.

IV. ADJOURNMENT

The Chairman asked for adjournment. Mr. Chester/Mr. Phillips

Respectfully submitted,

Sharon Cook, Recording Secretary