**MOTIONS PASSED AT THE COMBINED BOARD MEETING MAY 14, 2019**

1. Combined Approved the minutes from April 9, 2019 Patronis/Phillips #00:01:40
2. Combined Approved the Consent Agenda, Item A, APTIM Coastal Planning and Engineering, Inc. Invoice #445605-RI-00636 in the amount of $2,051.15 and Invoice #445606-RI-00636 in the amount of $2,642.80 and Dewberry Engineers Inc. Invoice #1673300 in the amount of $2,670.00; Item B, Anchor CEI Invoice #265 in the amount of $40,635.00 Pease/Chester #00:08:55
3. TDC Approved FEDP Grant Contracts 198BA1, 198BA2 and 198BA3 for Panama City Beaches and Mexico Beach, and to forward to the Board of County Commissioners for approval and execution Pease/Chester #01:44:39
4. CVB Approved Panama City Beach Sports Complex Pouring Rights to Pepsi, 5 year term Walsingham/Chester #01:51:28

COMBINED BOARD MEETING

Bay County Tourist Development Council

Panama City Beach Convention & Visitors Bureau, Inc.

Panama City Beach

Tuesday, May 14, 2019 9:00 a.m. Council Room, PCB City Hall

***Board Members Present:*** Buddy Wilkes, Chairman Clair Pease

Phil Chester, Vice Chairman David Chapman

Andy Phillips Mike Thomas

Yonnie Patronis Gary Walsingham

***Board Members Absent:*** Phillip Griffitts, Jr.

***Staff Present:*** Dan Rowe, Jayna Leach, Michaelean Stewart, Lacee Rudd, Richard Sanders, Chris O’Brien, Patrick Stewart, J. Michael Brown, Charlene Honnen, Harrison Moon, Renee Wuerdemann, Anne Williams

***Others Present:*** JD Wood, Elizabeth Moore, Tyler Miller, Jack Bishop, Berkeley Young, Samantha Harlander, John Dunaway, Pepsi Guys, Greg Wolfe, Kiki Roman, Lorraine Odom, LeeAnn Leonard, Stacy Catrett, Paul Davis, Kim-Young Strategies

1. CALL MEETING TO ORDER

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

1. ROLL CALL

There were eight members present and one member absent.

1. Invocation

Mr. Chester gave the Invocation.

1. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

1. Approve Minutes From April 9, 2019

***Mr. Patronis moved, seconded by Mr. Phillips, to approve the Combined Board Meeting minutes from April 9, 2019. Motion passed by the following unanimous vote:***

***Mr. Walsingham Yes Ms. Pease Yes***

***Mr. Phillips Yes Mr. Phillips Yes***

***Mr. Chester Yes Mr. Thomas Yes***

***Mr. Patronis Yes Mr. Wilkes Yes***

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

None.

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

Mr. Tyler Miller, tourist development tax specialist, reported that Panama City Beach tax collections for March 2019 were up 13.42% in cash collected over the same period in 2018, and year-to-date collections were up 181% over the same period in 2018. Mr. Miller reported that the March accrual attribution data showed 10.5% over the same period in 2018. He reviewed the cash/accrual breakdown chart. For Panama City, Mr. Miller stated March collections are down about 29% from the same period in 2018; he reviewed the accrual attribution data chart for Panama City. For Mexico Beach, collections were down about 86% from the same period in 2018; for year-to-date collections, there was a decrease of about 70%. He then reviewed the accrual attribution data chart for Mexico Beach. Mr. Miller then reviewed the balance of the reports for Panama City Beach.

1. CONSENT AGENDA

Mr. Rowe read the Consent Agenda into the record.

1. BEACH NOURISHMENT – Approve APTIM Coastal Planning & Engineering, Inc. Invoice #445605-RI-00636 and Invoice #445606-RI-00636 and Dewberry Engineers Inc. Invoice #1673300
2. SPORTS PARK PROJECT MANAGEMENT – Approve Anchor CEI Invoice #265

***Ms. Pease moved, seconded by Ms. Chester, to approve the Consent Agenda, Item A, APTIM Coastal Planning and Engineering, Inc. invoice #445605-RI-00636 in the amount of $2,051.15 and invoice #445606-RI-00636 in the amount of $2,642.80 and Dewberry Engineers, Inc. Invoice #167330 in the amount of $2,670.00; Item B, Anchor CEI invoice #265 in the amount of $40,635.00.***

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

***Mr. Chapman Yes Mr. Phillips Yes***

***Ms. Pease Yes Mr. Thomas Yes***

***Mr. Chester Yes Mr. Walsingham Yes***

***Mr. Patronis Yes Mr. Wilkes Yes***

1. PRESENTATIONS
   1. UNwineD Event Recap, Mr. Richard Sanders, VP of Sports & Events; Mrs. Jayna Leach, VP of Marketing

Mr. Richard Sanders started with a recap on all special events. There have been 3 major pivots with the oil spill, spring break and now Hurricane Michael. 3 events were lost this year due to Hurricane Michael; Thunder Beach, Emerald Coast Cruzin’ and Ironman as well as 7 sports events. Even though Thunder Beach and Ironman were relocated for 2018 they were not lost for the future. These events did fundraising for Hurricane relief with Thunder Beach raising $15,000, Emerald Coast Cruzin’ raising $11,000 and Ironman raised $200,000 with an additional $100,000 to Panama City CDC for housing efforts and kids bicycles. Beach Home for the Holidays was a very successful event to bring the community back together after the storm. Even though our winter residents were down 10-15% the ones that came embraced the community, volunteered, raised funds and stayed longer. Food Truck festival was a 2 day event in February and it was so successful they will do another in November. April and May were very strong as well. There are 4 events that the CVB manages and produces Pirates Fest, MardiGras, were both very successful. We continued to work with events some had to be rescheduled but all to give the visitor a better perception of the destination in tough times and how do we change the narrative. Partnering with Southern Living in putting together UNwineD. Mrs. Jayna Leach described UNwineD. This event played an important role to overcome perception issues caused by Hurricane Michael. It elevated our brand as we continue to partner with Southern Living. It was not only a special event but a major public relations campaign. It was a 2 day event. The first day is an exclusive VIP event where 1st responders and other unsung heroes from Hurricane Michael were honored. On Saturday it was a sold out event. Craft beer, wines, spirits and a taste of Panama City Beach was enjoyed by all attending. The evening was topped off with a concert by Johnny Swim and Brandi Carlile. A very robust marketing campaign for the event. The biggest piece was the partnership with Southern Living. They were there before, during and after the event. Immediately following the storm Southern Living met with Dan and I to help us tell our story. Southern Living being owned by Meredith gives us exposure with Coastal Living and Better Homes and Gardens. Helped with Brand elevation, event support, website traffic, and perception issues. Over 58 million consumers are reached through these publications. Not knowing what to expect with March it was decided to go all out we brought in 6 influencers and 3 journalists to experience the destination and UNwineD. They were posting in real-time on Instagram. They cover UNwineD and the beach showcasing the destination. A fun snap-chat filter was provided for the guests. 31 states and 2 countries were represented in attendees. To recap UNwineD was extremely important for us to tell our story. There was discussion about how this event is a great PR event for the destination.

1. 2018 Visitor Profile, Mr. Berkeley Young, Young Strategies

Mr. Young presented the 2018 Visitor profile. There are 5 zones that have a multitude of lodging types and visitor experiences. We used TDT revenue, STR data and Destimetrics/Inntopia data and Airdna to look at the lodging data. We do surveys both online and intercept locally. Due to Hurricane Michael we stopped gathering survey data on October 8, 2019, 2 days before the storm so the fall data was basically just September. There appears to be a steady growth in occupancy. There appears to be added rooms with more hotels coming online and the demand appears to be increasing as well. Alabama and Georgia are the #1&2 states for visitors. There is significant repeat visitation which is unusual compare to other destinations where guests are going only once then somewhere else. Nearly 50% are staying in condo/house rental. Primarily people are coming for vacations 5 nights or more. Average length of stay 6 nights for vacation, 3 nights for getaways. Many come multiple times a year for the 3-4 night stay. Getaways are all year not just shoulder season. There was discussion about how representative Mr. Young’s sample was and how he obtains his sample to survey and get the guest profile. The satisfaction rating went up significantly. Overnight spending was $1.477 billion from people who paid to stay here. Owner overnight stay guests spent $129 million. Non-resident owner spend $206 million. Full time owner occupied who have guests come spend $12 million. Total combined 18.3 million person day/night. Big number driven heavily by repeat business. Combined direct and indirect visitor spend is $1.8 billion. Estimated 4-7 million unique visits. Yonnie stated that with all the flag hotels being built we are about to see a large influx of guests because there is that population that only stays at flags. Day tripper is 12% of the overnight which is a ballpark guess on spend. Deployed 2019 visitor survey, over 500 collected using CVB database. Asked about impact of Hurricane Michael on perception and planning a visit to PCB. 76% of surveyed said storm news did not affect plans to come visit. About half surveyed said the hurricane had mild impact and 1/3 said moderate impact. This survey went out in early May 2019. There was discussion about why we are still talking about the hurricane. Many people have forgotten so why are we reminding them. The CVB has pivoted campaign to Make It Yours 2.0. 87% of people when asked how did Hurricane Michael impact your decision to visit PCB stated that it had no affect.

1. Panama City Beach Sports Complex Construction Update, Mrs. Elizabeth Moore, Anchor CEI

44 days to opening day. Photos were shown of progress of baseball and soccer fields and site construction. Sports lighting has been delivered and being installed. There are some supply/demand issues with the concrete needs and they are looking at alternatives. Backstops and fencing has been installed. Ms. Moore believes we will meet the substantial completion schedule. Working toward having the certificate of occupancy first week of July. Buildings are progressing. DOT should be turning the light on this week. Mr. Wilkes asked: Should legal look at the change from concrete to gravel from a liability stand point? Elizabeth feels comfortable with the structural engineers opinion. 800 parking spaces plus grass area overflow. Allowances have been made for charter buses.

1. BOARD ACTION ITEMS
2. Discuss and Consider for Approval State FDEP Grant Contracts 19BA1, 19BA2, and 19BA3 for Panama City Beaches and Mexico Beach, and Update on Panama City Beaches and Mexico Beach Renourishment Efforts, Mr. Dan Rowe

Mr. Rowe presented grants to be approved and recommended to Board of County Commissioners to accept. Grant 19BA1 and 19BA2 are for Panama City Beach. 19BA1 secures $986,367 for 2017 project. This is a reimbursement for work already done. 19BA2 secures $205,683 for monitoring work both past and present. 19BA3 secures $380,877 for Mexico Beach in their cost sharing.

***Ms. Pease moved, seconded by Mr. Chester, that the TDC accepts State FDEP Grant Contracts 19BA1 ($986,367), 19BA2($205,683), and 19BA3($380,877), and to forward to the Board of County Commissioners for approval and execution.***

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

***Ms. Pease Yes Mr. Thomas Yes***

***Mr. Chester Yes Mr. Walsingham Yes***

***Mr. Wilkes Yes Mr. Chapman Yes***

Update on beach renourishment is Mobile office of Corp of Engineers has submitted project information report on Hurricane Michael to the regional office in Atlanta. The result was positive. They are recommending a repair project for the impacts from the storm. Lisa worked very closely with DEP to get us out of 2019 spring beach surveying requirement which saved us about $100,000. That is because we had just done it. Mexico Beach the design is largely complete, the sand search is ongoing.

1. Discuss and Consider for Approval Panama City Beach Sports Complex Pouring Rights, Mr. J. Michael Brown, VP of Tourism Development; Mr. JD Wood, Operations Manager, Panama City Beach Sports Complex

Mr. Brown presented the pouring rights deal. They received bonafide proposals from both Coca Cola bottling Company united and Buffalo Rock-Pepsi. After reviewing the proposals and terms it is being recommended that the board approve the deal with Buffalo Rock. It is a five year term, approx. $100,000 per year. The deal is just provider of beverages, no signage, etc.

***Mr. Walsingham moved, seconded by Mr. Chester, that the TDC accept he Pouring Rights Sponsorship with Buffalo Rock.***

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

***Ms. Pease Yes Mr. Thomas Yes***

***Mr. Chester Yes Mr. Walsingham Yes***

***Mr. Wilkes Yes Mr. Chapman Yes***

1. PRESIDENT’S REPORT

The Pouring rights vote was the last time that Marcia will be calling the roll. This is her last meeting and we thank her for all that she has done. Next week the county commission will be recognizing her for 30 years of service and retirement. We will begin the search for her replacement after she leaves so this time is all about her.

1. CHAIRMAN’S REPORT

None.

1. AUDIENCE PARTICIPATION

Bill Caravello addressed the board about pickle ball. This is a growing sport and there is a need for more courts. If you build them they will come. It is growing at a rate of 10% annually. There are 2 courts at the senior center and 3 at Frank Brown Park. There are tournaments in other locations. We have accommodations and restaurants to support these events we just need the courts and I ask that you consider providing more courts so that we could hold tournaments.

1. ADJOURNMENT

Respectfully submitted,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Charlene Honnen, Recording Secretary