



Bay County Tourist Development Council
Visit Panama City Beach

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AGENDA
BOARD MEETING
Bay County Tourist Development Council
Panama City Beach Convention & Visitors Bureau, Inc.
Panama City Beach
9:00 a.m.

Tuesday, April 14, 2026

Council Room, PCB City Hall

- I. **CALL MEETING TO ORDER**
- II. **ROLL CALL**
 - A. Invocation – Dr. Steve Taylor, Emerald Coast Fellowship
 - B. Pledge of Allegiance
 - C. Approve March 10th & 24th, 2026, Minutes
- III. **REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**
- IV. **ACTION ITEM**
 - A. Approve Updated Financial Management & Procurement Policy
 - B. Approve Completion of Aaron Bessant Park Perimeter Fence
- V. **SECRETARY/TREASURER’S REPORT**
- VI. **CHAIRMAN’S REPORT**
- VII. **PRESIDENT’S REPORT**
- VIII. **AUDIENCE PARTICIPATION**
- IX. **ADJOURNMENT**

MOTIONS PASSED AT THE COMBINED BOARD MEETING, TUESDAY March 10, 2026

Consent Agenda

Mr. Johns Moved; Seconded by Mr. Jarman to approve

Action Item A

Mr. Jarman Moved; Seconded by Mr. Register to approve

Action Item B

Mr. Jarman Moved; Seconded by Mr. Johns to approve

Action Item C

Mr. Jarman Moved; Seconded by Mr. Branks to approve

Action Item D

Mr. Register Moved; Seconded by Mr. Dibenedictis to approve

Action Item E

Chairman: Mr. Johns

Mr. Jarman Moved; Seconded by Mr. Register to approve

Vice-Chairman: Mr. Register

Mr. Jarman Moved; Seconded by Mr. Johns to approve

Treasurer: Mr. Dibenedictis

Mr. Phillips Moved; Seconded by Mr. Branks to approve

Added Item to Vote:

Ms. Pease continues as Interim CEO until new CEO begins

Mr. Jarman Moved; Seconded by Mr. Phillips

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

Tuesday, March 10, 2026

9:00 A.M.

Council Room, PCB City Hall

I. CALL MEETING TO ORDER

Chairman Pease called the meeting to order at 9:00 A.M.

II. ROLL CALL

Board Members:

Jason Branks

Jeff DiBenedictis(Treasurer)

Will Fleming

Mike Jarman

Reggie Johns (Vice-Chair)

Andy Phillips

Clair Pease (Chairman)

Ethan Register

Josh Wakstein

Nine Members Present at the time of Roll Call.

A. Invocation

Mr. Johns

B. Pledge of Allegiance

Ms. Pease

Ms. Pease began with a statement:

I first want to thank the members of the TDC and the CPD board for your hard work and swift action during the election process of our CEO president. With 75 outstanding candidates, this was no small task. The evaluation committee moved with urgency because they understood how important it was to have strong leadership in place at the start of such an important season. This organization deserves a full-time leader who can devote their time and energy to the role as quickly as possible. Government often moves at an inherent snail's pace. As I mentioned in the meeting before, several times, we would move faster if we could. If you know me, you know that I don't move well at a slow place. I appreciate everyone accommodating my impatience. Thank you to the staff for getting the candidates here and moving this timeline up. Thank you so much for the candidates arranging to be here. Your commitment, focus, and determination are helping put the TDC and the CVB back on track. A special thanks goes out to every person that applied for the CEO and President's position. There was certainly a large pool of talent to choose from. Thank you for applying for this important role

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

Members of the public addressed the Board.

IV. CONSENT AGENDA

- A. MRD Task Order 12 with Dewberry as sub for the 2026 Panama City Beaches Renourishment Annual Beach Monitoring Surveys for \$129,864 (PCB)

- B. CPE Task Order 13 for the 2026 Post-Construction Coastal Engineering Analysis and Engineering Monitoring Report for \$53,104 (PCB)
- C. MRD Task Order 13 with Dewberry as sub for the 2026 Mexico Beach Annual Beach Monitoring Surveys for \$34,390 (MB)
- D. MRD Task Order 14 for the Mexico Beach 2026 Year 1 Post-Construction Monitoring Report for \$39,140.
- E. 2025 Turtle Watch & Leave No Trace Contracts
- F. Minutes for Jan 13,2026; Feb 2, 2026; Feb 10,2026 TDC CVB Board Meetings

Mr. Davis read the consent agenda into the record

Mr. Johns Moved; Seconded by Mr. Jarman to approve

Motion passed unanimously.

V. ACTION ITEMS

- A. Resolution 26-02. Amending Bylaws related to the Role of Secretary/Treasurer

Mr. Davis stated that the first action item you have is resolution 2602, which is amending the bylaws related to the role of the Secretary/Treasurer. If you allow me, I'll read it by title, and we can discuss it further. Resolution number 26-02, a resolution of the Panama City Beach Convention and Visitors Bureau, Inc., amending the corporate bylaws providing for the role of the Secretary/Treasurer. This item comes to you as part of some housekeeping that we've been doing following the transition to our new Secretary/Treasurer, Mr. DiBenedictis. About a month ago or so, Mr. DiBenedictis and I met with the clerk's office about the role of the Secretary/Treasurer. The current set of bylaws creates some substantial obligations on the treasurer's part to hold and control the corporate funds. Over the years, that practice has not been kept, therefore it's an outdated kind of model that we want to change.

What we've done with this resolution is we have made the Secretary/Treasurer a purely oversight role. The Secretary/Treasurer oversees making sure that the financial reporting, auditing, and compliance functions, no matter who performs and whether that's the clerk's office or internal, that the Secretary/Treasurer retains control over that. The Secretary/Treasurer makes sure that the board receives timely and accurate financial information. I think the plan is that the Secretary/Treasurer will provide monthly updates at the board meetings regarding that financial information, and that the Secretary/Treasurer also has oversight into the annual audit function, whether that's our internal or external audit. You've been provided with a copy of that resolution and I'm happy to answer any questions that you may have.

Mr. Jarman Moved; Seconded by Mr. Register to approve

Motion passed unanimously.

- B. Approval of President/CEO candidate short list

Mr. Davis stated that the evaluation committee was created consisting of Mr. DiBenedictis, Mr. Johns and Mr. Register. We received 75 applications. 28 of those applications were deemed qualified by the Bay County Human Resources Department. Of those 28, those were submitted to the evaluation committee for review. They undertook their own evaluations of each candidate and submitted an individual ranked shortlist to me. I took each one of those individual shortlists and created a composite shortlist that was submitted to you prior to this meeting. That shortlist consists of Mr. Phillip Griffiths, Jennifer Vigil, Jay Tusa, Mark Adams, Zach Craig, and Devin Heath. Each of those, aside from Ms. Vigil, are here today with us.

Mr. Davis said that the first order of business would be for you to approve that shortlist. You have the option, of course, as a board to reject the shortlist, to change things up, to add people to the shortlist. Whatever you would like to do, but to move forward, we would need to approve that.

Ms. Pease stated that the board had been given the short list as well as the list of the 28 candidates who qualified. She asked if the board would like to discuss it.

Mr. Johns stated: I'll be glad to open up a discussion. There were 28 candidates that were originally selected. I'll just tell you a little bit about how I worked my process. I went back, went through all the applications to look at qualifications, education, experience, and I narrowed my list down to nine. Of the nine, one could not schedule with me. She said it would be later this week before she could meet with me. So, the top seven were interviewed. Very competitive field. These guys are really good. They've got a lot of experience. And I was thoroughly impressed by every single one that I had spoken with. I gave each 15, sometimes 20 minutes, and asked my questions. My first was leadership organizational vision. The second was bed tax revenue and capital projects. The third was crisis and discovery or disaster recovery. Fourth was government public accountability. And the fifth was the first 90 days of being in the office. And then I established a rubric to score it all out. And like I said, it was a very competitive field and there's a lot of experience in this room that every one of these candidates were well qualified for the position.

Mr. Register stated: I had 11 questions, so mine took an hour with each candidate. I appreciate the candidate's time. All of you are well qualified. I think we put together a really, really good short list of candidates. He addressed the board saying, I hope you guys can get a chance to look over and approve these guys as a short list.

Mr. Dibenedictis said: I did not get a chance to interview the candidates. I came up with my short list Tuesday evening and submitted my list of candidates who I thought were qualified based on the resumes. And I think we pivoted on Wednesday when I was trying to set up interviews and did not give the opportunity to interview each of the candidates.

Mr. Phillips asked what the short list ranking system consisted of. Mr. Davis said yes, that each one of them were ranked. That was the direction of the board, for them to submit ranked order which they did. I took the average of those rankings and created a composite.

**Mr. Jarman Moved; Seconded by Mr. Johns to approve
Motion passed unanimously.**

C. Evaluation and President/CEO Candidates

Ms. Pease asked Mr. Davis to discuss the process of candidate evaluation. Mr. Davis said: If you recall our last meeting, we talked a little bit about this. Obviously, the timetable moved a little bit, but you now have your short list of candidates. Ms. Vigil is not here in person, but she is available by video conference and she's ready, willing and able. The first big question you have is, do you want to conduct individual interviews one-on-one with the candidates because you have the option to do that. Alternatively, and in addition to that, you can conduct a public interview here in this room as a collective board. We have prepared for, if you would like to do individual interviews, we have a conference room set up in city hall for each candidate. If you want to do individual interviews, we have a process by which you can do that. The first question I have for you is, do you want to do that or do you want to do all of your interviews here collectively or do both?

Ms. Pease added: Would you like to interview each candidate in the rooms? We've got it all set up. It's going to take about two and a half hours to do it. I'm sure since Jeff, since you didn't get to really interview, maybe you would like that process. I don't know. I do. I would like the process, but I don't know what everyone else would like.

The board agreed to individual interviews, narrowing their ratings to the top three candidates to be brought back after the interviews.

**Mr. Jarman Moved; Seconded by Mr. Branks to approve
Motion passed unanimously.**

Ms. Pease stated that the board would recess until noon and called the meeting as being in recess.

D. Hire of President/CEO

Ms. Pease called the meeting back to order from the recess at noon.

Ms. Pease asked Mr. Davis to explain the process. He replied: per your motion earlier when you chose to do individual interviews, you said that you narrowed down to three. What we've done is prepare ballots with three blanks on them. We can do the methodology for how we tab the scores, but it is up to you. I think the easiest thing would be if we simply assign points based on each position on the ballot. The first-place vote will be worth three points, the second place will be with two, third place will be worth one. The top three score winners will be the top three. If that works for you, you'll fill those in, make sure you put your name. We'll do the math once you turn them in. I'll read out the ballots. I'll read all because we can't have secret ballots. I'll read your name and your vote and we'll tabulate them. It'll probably take a minute to do math.

The board scored the three applicants and gave their ballots to Mr. Davis. He read them into the record:

Mr. Fleming, votes number one, Griff Griffitts. Number two, Jay Tusa, number three, Devin Heath.

Mr. Register votes number one, Griff Griffitts, number two, Jennifer Vigil, number three, Zach Craig.

Mr. Phillips, votes number one, Griff Griffitts. Number two, Zach Craig, number three, Jay Tusa.

Mr. Johns votes number one, Griff Griffitts, number two, Jennifer Vigil number three, Jay Tusa.

Ms. Peace votes number one, Griff Griffitts, number two, Zach Craig, number three, Jennifer Vigil.

Mr. Jarman votes number one, Griff Griffitts, number two, Jennifer Vigil number three, Jay Tusa.

Mr. Dibenedictis votes number one, Griff Griffitts, number two, Jennifer Vigil number three, Devin Heath.

Mr. Brinks votes number one, Griff Griffitts, number two Jennifer Vigil, number three, Zach Craig.

Mr. Wakstein votes number one, Griff Griffitts number two Jennifer Vigil, number three, Mark Adams.

Your top three are Mr. Griffitts, Ms. Vigil, and Mr. Craig.

Mr. Griffitts 27 points. Ms. Vigil 13 points. Mr. Craig six points.

The board discussed that due to Mr. Griffitts being voted first by all nine board members, a motion and a second was made to hire Mr. Griffitts. The board then discussed amending the motion to include that if the contract negotiation with Mr. Griffitts ends with him not taking the position, then the board can move forward with their second-ranked

choice. Mr. Register amended the motion: I'd like to make the motion again to hire Griff Griffiths as our number one candidate here and if negotiations turn south with that number one candidate, number two being Jennifer Vigil, number three being Mr. Craig. Also, we will need to appoint Mr. Phillips and Mr. Davis to begin contract negotiation.

The board asked Mr. Davis if there were any legal restrictions based on his current position that we need to be aware of. Mr. Davis said we would always be mindful of any legal restrictions he has on his position due to his current role of state rep. He said we will work through that if directed to do so. I don't see any. The job description, as I understand it, does not conflict with his duties.

Ms. Pease then asked for a vote.

**Mr. Register Moved; Seconded by Mr. Dibenedictis to approve
Motion passed unanimously.**

E. Election of Board Officers

1. Chairman: Reggie Johns

**Mr. Jarman Moved; Seconded by Mr. Register to approve
Motion passed unanimously.**

2. Vice Chairman: Ethan Register

**Mr. Jarman Moved; Seconded by Mr. Johns to approve
Motion passed unanimously.**

3. Secretary/Treasurer: Jeff Dibenedictis

**Mr. Phillips Moved; Seconded by Mr. Branks to approve
Motion passed unanimously.**

Added Item to Vote:

Ms. Pease to remain as the interim president, CEO, until such time as the new president CEO starts in that full-time capacity.

**Mr. Jarman Moved; Seconded by Mr. Phillips
Motion passed unanimously.**

VI. TREASURERS REPORT

Mr. Dibenedictis stated: I'm waiting for the first reports from the clerk's office for the month of February. Once I review those, we'll get a format to move forward and present those monthly as we move forward with our objective of being transparent. We will start that with the April meeting, and we'll have financials for everybody to review and to question. And I wanted to thank Cole for changing the bylaws. That was a concern of mine and a concern of my employer with me having fiduciary responsibilities and access to the money, and that alleviated a lot of that concern, so thank you.

VII. CHAIRMAN'S REPORT

Ms. Pease stated: I want to remind everyone that all the information that we said that we would share can easily be seen on the clerk's website. You can go to the baycountyfl.gov. There's a link there under news and events under the TDC logo. It's a little simpler than the way we had it. We are in the process of getting our TDC CVB set up so that you

can go directly there for the information for the dates and all the financial information and all of the other things that we said we would put on there. You can view it now. You can see all the candidates that applied and you can see what an unbelievable pool of talent there was to pick from. It was incredible that many people wanted to be here with us.

Added Item to Vote:

Ms. Pease to remain as the interim president, CEO, until such time as the new president CEO starts in a full-time capacity.

**Mr. Jarman Moved; Seconded by Mr. Phillips
Motion passed unanimously.**

VIII. AUDIENCE PARTICIPATION (3 Minutes)
Members of the public addressed the Board.

Ms. Pease introduced the two new board members: We'd just like to introduce our two new board members. Will Fleming to my right, Will is the manager of Treasure Island Marina and Alabama Graduate. And then Josh Wakstein on the far end here. He's a local retailer and I had the privilege of working with Josh on the Panama City Planning Commission. I just want to welcome both of you guys. Thank you.

IX. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary

MOTIONS PASSED AT THE SPECIAL COMBINED BOARD MEETING, TUESDAY March 24, 2026

Action Item A

Mr. DiBenedictis Moved; Seconded by Mr. Register to approve

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

Tuesday, March 24, 2026

9:00 A.M.

Council Room, PCB City Hall

I. CALL MEETING TO ORDER

Chairman Pease called the meeting to order at 9:00 A.M.

II. ROLL CALL

Board Members:

Jason Branks

Jeff DiBenedictis(Treasurer)

Will Fleming

Mike Jarman

Reggie Johns (Chairman)

Andy Phillips

Clair Pease

Ethan Register (Vice-Chair)

Josh Wakstein

Nine Members Present at the time of Roll Call.

A. Invocation

Rev. Powell

B. Pledge of Allegiance

Mr. Johns

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

NONE

IV. ACTION ITEMS

A. Consideration of Employment Contract of Griff Griffiths as President/CEO.

Mr. Davis reviewed the process and content of Mr. Griffiths contract. He stated that the Bay County Board of Commissioners approved his role as CEO of the TDC at their last meeting.

Mr. Phillips discussed the negotiation process as well. He also discussed a potential cap for the salary for this position and said the board may want to consider this at a future time.

The Chairman, Mr. Johns, asked to table the discussion of a salary cap for a future meeting.

The board discussed other areas of the contract such as the vehicle allowance increase. Mr. Davis stated that milage is not to be paid out on top of that allowance. He also discussed the change regarding the annual COLA and Merit salary increases and that the COLA also applies to the vehicle allowance.

**Mr. DiBenedictis Moved; Seconded by Mr. Register to approve
Motion passed unanimously.**

V. CHAIRMAN'S REPORT

Mr. Johns recognized Ms. Pease in her roll as Chairman during the last three months as well as serving as acting CEO/President. He stated she did a phenomenal job and thanked her for taking that on. He also thanked the board for them appointing him as Chairman and welcomed Mr. Griffiths as the new President/CEO.

VI. AUDIENCE PARTICIPATION (3 Minutes)

NONE

VII. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary



**Panama City Beach Tourist Development
Council/Convention and Visitors Bureau, Inc.
Agenda Item Summary**

Updated Financial Management & Procurement Policy

- Tourist Development Council
 Panama City Beach Convention and Visitors Bureau, Inc.

DEPARTMENT MAKING REQUEST/NAME:

Panama City CVB
 Griff Griffiths, President/CEO

MEETING DATE:

April 14, 2026

REQUESTED MOTION/ACTION:

Board approve updated Financial Management & Procurement Policy

AGENDA

Action Item

BUDGETED ITEM? No

BUDGET ACTION:

None

BACKGROUND:

The Panama City Beach Convention & Visitor's Bureau is updating its financial management and procurement policies to strengthen transparency, accountability, and operational efficiency. These updates ensure alignment with current regulatory requirements, industry best practices, and evolving organizational needs. By refining these processes, the TDC aims to improve fiscal oversight, enhance internal controls, promote fair and competitive procurement practices, and ensure responsible stewardship of public funds in support of its mission and strategic goals.

ATTACHMENTS:

Description

Type

2026 Updated Financial Management
& Procurement Policy

Exhibit

Panama City Beach Convention and Visitors Bureau

Procurement Policy

The purpose of this Policy is to establish a clear, practical, and transparent framework for the planning, authorization, procurement, contracting, payment, documentation, and review of CVB expenditures.

Section 1. Purpose.

1.1 Purpose. This Policy governs the manner in which the CVB spends budgeted and unbudgeted funds, selects vendors and agencies, documents procurements, maintains procurement records.

Section 2. Scope and applicability

2.1 Covered transactions. This Policy applies to all purchases of goods and services, professional and consulting services, agencies of record, media placements, sponsorships, creator and influencer arrangements, talent bookings, production services, event-related expenditures, software and technology purchases, contract amendments, renewals, change orders, deposits, advances, reimbursements, ACH payments, wire transfers, and any other commitment of CVB resources.

2.2 Related policies. If the CVB maintains separate policies concerning travel, reimbursement, credit cards, or personnel matters, those policies shall be read together with this Policy. Where a separate policy is silent, the approval, documentation, and internal control principles in this Policy shall apply.

2.3 Aggregation and anti-splitting. The expected value of a transaction shall be based on the total anticipated cost of the work, including options, renewals, pass-through costs, reimbursables, deposits, change orders known at the outset, and related phases of the same project. No purchase, invoice, contract, or scope of work may be split, staged, or re-characterized to avoid competition, documentation, or approval thresholds.

2.4 Recurring and previously contracted expenses. Routine recurring operating expenses, including rent, utilities, recurring software subscriptions, insurance, and other continuing services already governed by an approved contract or budget line item, may be processed under the underlying contract or annual setup rather than a new standalone solicitation each time. The originating department and finance shall still verify budget availability, continued need, and proper documentation.

Section 3. Definitions

3.1 *Agency of Record* or *AOR* means a firm selected by the Board to provide ongoing advertising, media, public relations, research, digital, social, creative, or similar strategic marketing services for the CVB.

3.2 *Best Value* means the overall value to the CVB after considering both price and non-price factors relevant to the procurement.

3.3 *Board* means the CVB Board of Directors.

3.4 *Board Officer* means an officer of the Board authorized under the bylaws or Board action to act in that capacity.

3.5 *Creative Services* means work in which concept development, content, design judgment, artistry, audience insight, or reputation are central to the value of the service. Examples include advertising, design, video, photography, music, talent, public relations, social content, and event experience design.

3.6 *Emergency Procurement* means a procurement made without the normal process because immediate action is required to protect public safety, avoid material operational disruption, in response to a federal, state, or local state of emergency, prevent substantial financial loss, preserve an important and time-sensitive promotional opportunity, or respond to an unforeseen event affecting a CVB program, event, or campaign.

3.7 *Excluded Procurement* means a procurement category identified in Section 6 or Appendix A that may be acquired without quotes or formal competitive procurement when selected using best professional judgment and documented in the file.

3.8 *Formal Procurement* means a documented solicitation and evaluation process appropriate to the market, such as an invitation to bid, request for quotes, request for proposals, request for qualifications, invitation to negotiate, invitational creative brief, agency search, or similar structured competitive or curated process.

3.9 *Responsible Vendor* means a vendor that has the apparent capability, integrity, financial capacity, staffing, insurance, experience, and willingness to perform on acceptable terms.

3.10 *Sole Source* means a procurement in which only one provider can supply the required goods, services, rights, or inventory.

3.11 *Single Source* or *Limited-Source Procurement* means a procurement in which competition is meaningfully limited by timing, compatibility, continuity, rights, uniqueness, location, theme, or similar business considerations, even though more than one provider may theoretically exist.

3.12 *Sponsorship Opportunity* means an expenditure primarily intended to secure audience access, media value, event presence, promotional inventory, partnership rights, or destination visibility rather than to buy a standard commodity or routine service.

3.13 *Unbudgeted Expenditure* means an expense not specifically included in the approved annual budget or approved work plan, even if funds are available elsewhere in a department or program budget.

Section 4. Roles and responsibilities

4.1 Board. The Board shall approve the annual budget and program of work, select all Agencies of Record, approve contracts and unbudgeted expenditures above delegated authority, and provide governance oversight through regular financial and procurement reporting.

4.2 President/CEO. The President/CEO is the chief administrative officer for procurement and financial administration under this Policy. Subject to the approval thresholds in Section

5, the President/CEO may approve procurements, determine the appropriate procurement method, determine whether a transaction falls within an excluded or discretionary category authorized by this Policy, establish evaluation teams, approve exceptions and emergency actions as permitted herein, negotiate contracts, execute budget transfers allowed by this Policy, and direct Agencies of Record to carry out approved plans.

4.3 Vice President of Administration. The Vice President of Administration, or such other finance administrator designated by the President/CEO, shall maintain the central procurement and payment files, verify budget coding, monitor internal control compliance, administer purchase orders and request-for-funds forms, coordinate vendor onboarding and banking verification, and process payments in accordance with this Policy. Finance staff shall not approve their own purchases and shall not be the sole initiator and releaser of the same electronic payment whenever dual control is available.

4.4 Department heads and originating staff. The initiating department is responsible for defining the business need, developing a reasonably clear scope, confirming budget availability with finance, obtaining required quotes or solicitation materials, documenting vendor selection, monitoring contract performance, and certifying that goods or services were received and were acceptable before payment.

4.5 Bay County Clerk of Court. This policy shall be administered in conjunction with the Bay County Clerk's financial management duties and shall be applied consistently with this policy and direction provided by Board Resolution or direction.

Section 5. Budget management and spending authority

5.1 Annual budget. Upon Board approval of the annual budget and program of work, management is authorized to spend budgeted funds in support of the approved program of work, subject to the authority levels and procurement requirements in this Policy.

5.2 Spending authority. The following approval spending thresholds remain in effect. These thresholds govern approval authority; they do not replace the competition or documentation requirements elsewhere in this Policy.

Approving authority	Budgeted expenditures	Unbudgeted expenditures
President/CEO and one Board Officer	Within the cumulative amount budgeted	Up to \$50,000
President/CEO	Up to \$50,000	Up to \$25,000
Vice Presidents	Up to \$25,000	Up to \$10,000
Directors	Up to \$10,000	Not authorized
Managers	Up to \$2,500	Not authorized

5.3 Interpretation of authority levels. A budgeted expenditure may exceed the President/CEO's standalone dollar authority if the expenditure is within an approved budget allocation and is approved by the President/CEO and one Board Officer. Any contract or commitment that exceeds available budget authority, exceeds delegated unbudgeted authority, or materially binds future budgets beyond management's delegated authority must be presented to the Board.

5.4 Unbudgeted expenditures. Unbudgeted expenditures are permitted only if all the following are satisfied:

a. The expenditure is within the approval limits above; adequate funds remain available in the affected department or are lawfully transferred from another available budget line; the approving official identifies the line item to which the expenditure will be assigned; and

b. The approving official identifies the budget adjustment or offsetting reduction that will accommodate the expenditure. The President/CEO may shift funds between departmental budgets for unbudgeted expenditures within the President/CEO's delegated authority, provided the total Board-approved budget is not exceeded.

Any such budget amendment shall be reported to the Board at the next regular meeting.

Section 6. Procurement Methods

6.1 Required advance documentation. The spending thresholds below establish the baseline advance documentation expected for purchases within those categories. The CVB may use a vendor proposal, event registration form, sponsorship agreement, or similar written document in lieu of a CVB purchase order when that document adequately states the goods or services, price, timing, and approvals. For Excluded Procurements and other discretionary categories authorized by this Policy, the quote and formal procurement expectations below may be satisfied through the direct-selection and justification procedures in this Section.

Expected Value	Minimum advance documentation
\$0 to \$1,000	No advance purchase order is required, but the originating employee must document business purpose and attach receipt or other support to the payment file.
\$1,000 to \$5,000	Purchase order or approved equivalent written authorization.
\$5,000 to \$25,000	Purchase order or approved equivalent, plus either (i) at least three quotes for general goods and routine services, or (ii) a brief written explanation of the exclusion, or direct-selection rationale used under this Policy.

Expected Value	Minimum advance documentation
\$25,001 and up	Formal procurement for general goods and routine services, or a written selection memorandum documenting the exclusion, alternative method, or direct-selection rationale used under this Policy.

6.2 Method selection. The CVB is not required to use the same procurement method for unlike markets. General goods and routine services with clear specifications should ordinarily be purchased using price competition or commercially reasonable market comparisons. Professional, consulting, creative, marketing, sponsorship, software, event, rights-based, and other judgment-driven or market-limited purchases may be procured through direct selection, shortlist, negotiation, pilot engagement, or other curated process that the President/CEO determines is most likely to produce the best value for the CVB.

6.3 Categories generally excluded from mandatory competitive procurement. The categories listed in Appendix A are generally excluded from the mandatory quote and formal competitive procurement requirements in this Policy. For those categories, the President/CEO may procure goods, services, rights, sponsorships, subscriptions, and opportunities using best professional judgment, without soliciting multiple quotes or issuing a formal solicitation, provided that the transaction remains subject to the approval thresholds in Section 5 and any specific Board-approval requirement stated elsewhere in this Policy.

6.4 Analogous categories. Appendix A is intended to be illustrative and expansive, not exhaustive. The President/CEO may treat analogous goods, services, rights, subscriptions, or market opportunities as excluded from competitive procurement when the President/CEO determines in good faith that competition would not materially improve value or would impair speed, continuity, compatibility, confidentiality, creativity, market timing, audience fit, access, relationship value, or operational effectiveness. A written determination under this paragraph is an application of this Policy, not a separate exception to it.

6.5 Price reasonableness for Excluded Procurements. For excluded procurements, price reasonableness may be established through negotiation, prior pricing, rate cards, media kits, published or catalog pricing, software license schedules, peer or market benchmarks, package value, scope comparison, market familiarity, reference checks, trial or pilot results, or other commercially reasonable means. Multiple quotes are not required.

6.6 Minimum file support for Excluded Procurements. Excluded Procurements shall be documented on a purchase order, approval email, or similar record. Above \$25,000, the file shall include a written record identifying the exclusion or business reason used, the principal terms, and the basis for price reasonableness. A vendor proposal, agreement, or other record may serve as part of the required documentation.

6.7 Optional use of competition. The President/CEO may still request quotes or issue a formal solicitation for any excluded procurement whenever management believes

competition would improve value, transparency, market testing, supplier outreach, or Board comfort.

Section 7. General procurement procedures

7.1 No commitment before approval. No employee or contractor may commit the CVB to a purchase, contract, booking, sponsorship, media placement, or other obligation before the required approvals and documentation are obtained.

7.2 Vendor outreach. For procurements requiring quotes or competition under this Policy, the originating department shall use commercially reasonable outreach to identify qualified vendors.

7.4 Quotes. Quotes may be obtained by email, written estimate, rate card, online pricing, catalog pricing, software pricing page, or other documented market response. Telephone quotes may be used only if promptly memorialized in writing in the file. If fewer than three quotes are obtained for a general goods or routine services transaction in the \$5,000 to \$25,000 range, staff must document the outreach conducted and why fewer responses were available or why they were not meaningful.

7.5 Selection documentation. When an award is not made to the lowest priced quotation, when an award is made based on non-price factors, or when a direct selection is made under Section 6 or Appendix A, the file shall include a brief written explanation identifying the factors that justified the selection.

7.6 Central file. The originating department shall provide the final procurement file to finance or administration for centralized retention as directed by the President/CEO.

Section 8. Formal competitive solicitations

8.1 When required. A formal procurement is ordinarily required only for non-excluded transactions with an expected value of \$25,001 or more where competition is likely to produce meaningful price, qualification, or service comparisons. A formal procurement is not required for Excluded Procurements under Section 6 or Appendix A, or for approved sole source, limited-source, renewal, emergency, cooperative, or other authorized alternative methods.

8.2 Permitted forms of formal procurement. Depending on the market, the CVB may use an invitation to bid, request for quotes, request for proposals, request for qualifications, invitation to negotiate, or other structured and documented selection format.

8.3 Solicitation contents. A formal solicitation should include, as applicable, a description of the CVB and the project, the business objectives, scope of work, deliverables, budget or budget range if appropriate, contract term, insurance and legal requirements, submission instructions, timetable, evaluation criteria and relative importance, reservation of rights, and notice that submissions may be subject to disclosure to the extent required by law.

8.4 Distribution and notice. Formal solicitations shall be publicly posted on the CVB's website and may be directly issued to qualified firms as the President/CEO determines is appropriate to the market and the needs of the CVB.

8.5 Questions and addenda. All material clarifications shall be issued to all known participants through a common channel. The solicitation may establish a single point of contact and may prohibit off-line vendor communications during the active procurement period.

8.6 Evaluation teams. The President/CEO may appoint a staff evaluation team with subject matter knowledge relevant to the procurement. Evaluators shall use the stated criteria, score independently where scoring is used, and submit written notes or score sheets for the file.

8.7 Presentations, references, and negotiations. Formal solicitations may include interviews, presentations, demonstrations, reference checks, due diligence, best and final offers, or negotiations with one or more top-ranked firms if the solicitation reserves that right. For qualifications-based procurements, price may be negotiated after ranking the most qualified firm or firms.

8.8 Selection memo. Every formal procurement shall conclude with a selection memo to file stating the solicitation type, date and method of distribution, firms solicited, responses received, evaluators, evaluation criteria, summary of scoring or analysis, negotiations if any, the recommended vendor, the basis for award, and the final approval authority.

8.9 Reservations of rights. The CVB may reject any or all submissions, waive minor informalities, request clarification, negotiate terms, cancel or restart a procurement, or award without interviews if the solicitation so provides and the file reflects a rational basis for the action.

Section 9. Special procedures for creative, advertising, media, sponsorship, event, and talent procurements

9.1 General rule. The CVB may use best-value, curated, negotiated, and direct-selection methods for creative, strategic, promotional, audience-driven, and analogous procurements, and is not required to use lowest-price or formal competitive methods unless the President/CEO elects to do so or the Policy expressly requires Board selection.

9.2 Agencies of Record. The Board retains responsibility for selecting all Agencies of Record. Agency searches should ordinarily be led by the President/CEO, with support from CVB staff as needed. The search may use an RFI, RFQ, RFP, search consultant, credentials review, chemistry meetings, finalist interviews, reference checks, scoped pilot projects, compensation review, or any combination thereof. The search should be sized to the opportunity and should avoid unnecessary speculative work where credentials, chemistry, strategic fit, and pricing transparency can produce a sound recommendation.

9.3 Agency evaluation factors. Agency selections may consider destination and tourism experience, strategic insight, creative quality, media capability, research and analytics, account team quality, responsiveness, account stability, technology and reporting, understanding of the CVB's markets, references, compensation structure, willingness to provide rate and invoice transparency, and willingness to agree to the CVB's contract requirements.

9.4 Approval of annual marketing plans and campaigns. The Board shall approve the annual budget and core marketing strategy at the program-of-work level. Once the Board has

approved the annual strategy, budget, and major brand direction, the President/CEO may authorize staff and Agencies of Record to execute media plans, production, tactical creative, partnership activations, and related campaign elements that are consistent with the approved strategy and within approved budget authority. Material deviations, including a significant change in brand position, a substantial shift in target market strategy, a major new reputational or policy risk, or a material increase in total campaign cost beyond delegated authority, shall be presented for Board notice or approval as appropriate.

9.5 Media buying and production. Media, production, and specialty vendors may be selected directly by the CVB or through an Agency of Record acting within the approved marketing plan. Agency agreements shall require disclosure of compensation, pass-through costs, affiliated or related-party vendors, rebates or credits, and sufficient invoice backup to verify performance and charges. Media invoices shall include tear sheets, screenshots, placement reports, logs, or other proof of performance appropriate to the channel.

9.6 Sponsorships, creator partnerships, co-op promotions, and promotional opportunities. When the CVB is purchasing audience access, event presence, unique inventory, partnership rights, booth space, content rights, creator access, co-op opportunities, promotional packages, or destination visibility, such selections may be made by the President/CEO using best professional judgment without competitive procurement.

9.7 Talent, artists, art, entertainers, speakers, and special event production. Talent, art, art installations or commissions, and event-related procurements are often driven by uniqueness, routing, audience draw, date availability, venue compatibility, safety requirements, and theme. The CVB may select artists, speakers, entertainers, creators, influencers, or specialized event producers and production vendors using best professional judgment subject to the approval thresholds in Section 5. The President/CEO shall memorialize the material terms of any such engagement in a written agreement or other record.

9.8 Deposits and advance commitments in these markets. Deposits, retainers, and advance payments are permitted when commercially customary or necessary to secure media inventory, venues, talent, sponsorship rights, trade show participation, travel accommodations, or time-sensitive production resources.

Section 10. Sole source, limited-source, emergency, cooperative, and renewal procurements

10.1 Sole source. A sole source exists when only one vendor can provide the required good, service, right, or inventory. Examples include proprietary technology, unique destination-specific opportunities, exclusive rights holders, a particular performer or artist, a uniquely themed venue, or a one-of-a-kind creative product.

10.2 Limited-source and business-justified noncompetitive selection. Even where more than one provider may exist, the CVB may use a limited-source or negotiated process when competition is meaningfully constrained by continuity, compatibility with existing work or software, confidentiality, schedule, routing, venue availability, event theme, market access,

audience fit, location, pilot testing, transition cost, learning curve, relationship capital, or similar business realities.

10.3 Emergency procurement. Emergency Procurements may be made without the normal process when immediate action is necessary to protect health or safety, preserve a scheduled event, avoid a material operational failure, prevent a significant financial loss, respond to a weather or venue issue, or secure a genuine and time-sensitive tourism promotion opportunity that would be lost through delay.

10.4 Required memorandum. Any sole source, limited-source, renewal without new competition, Excluded Procurement above \$25,000 under Section 6 or Appendix A, emergency procurement, or other exception to the ordinary process shall be supported by a brief written memorandum approved at the proper authority level. The memorandum should state the good or service, business need, estimated amount, reason ordinary competition was not used, vendors considered if any, basis for price reasonableness, risks of delay or switching, and the final selection rationale.

10.5 Renewals and extensions. Renewals, extensions, subscriptions, insurance placements, continuation services, SaaS renewals, and follow-on work may be approved when the original contract contemplated renewal or continuation, vendor performance has been satisfactory, pricing remains fair and reasonable, and continuity, standardization, or transition cost serves the CVB's interests. A new competition is optional, not required, unless management or the Board directs otherwise.

10.6 Cooperative and piggyback purchasing. The CVB may use a competitively procured contract established by another governmental entity, cooperative purchasing organization, or comparable source when management determines that the underlying procurement was reasonably competitive and the pricing and terms are advantageous to the CVB. The file shall identify the source contract and the basis for relying on it.

Section 11. Procurement integrity, conflicts, and communications

11.1 Conflicts of interest. No employee, officer, director, evaluator, or advisor may participate in a procurement, contract administration decision, or payment approval if that person has an actual conflict of interest. The individual shall promptly disclose the issue and recuse from the matter.

11.2 Gifts and gratuities. No employee or Board member shall solicit or accept gifts, favors, entertainment, travel, or other things of value from an actual or prospective vendor when the item could influence, or appear to influence, a procurement or contract administration decision. Nominal promotional items of inconsequential value may be accepted.

11.3 Procurement communications. Once a formal solicitation is issued, vendors and their representatives shall direct substantive communications only to the contact person identified in the solicitation, except during scheduled presentations or publicly noticed Board proceedings. Unauthorized communications may be grounds for disqualification if the solicitation so states.

Section 12. Recordkeeping, public records, Sunshine administration, and audit trail

12.1 Procurement file. The CVB shall maintain a complete procurement and payment file for each significant transaction or project. The file should be sufficient for an informed reviewer to determine what was bought, why it was bought, how the vendor was selected, who approved it, how much was paid, and what was received.

12.3 Records retention. Procurement, contract, financial, and related communications records shall be retained in accordance with applicable law and retention schedules. Unless legal counsel advises otherwise, the CVB should use the Florida Department of State's general retention schedules as a minimum benchmark for administrative, accounting, legal, and procurement files and shall suspend destruction when a litigation hold, audit issue, or public records request requires preservation.

Appendix A.

Categories generally excluded from mandatory competitive procurement

The following categories are generally excluded from the quote and formal competitive procurement requirements in this Policy. They may be procured through direct selection, limited outreach, negotiation, or another curated process using the President/CEO's best professional judgment, subject always to Section 5 approval thresholds, conflict-of-interest rules, and the documentation requirements in Section 6. Nothing in this Appendix overrides any specific Board approval or Board selection requirement stated elsewhere in this Policy, including Agency of Record selection under Section 9.2.

A. Marketing, creative, media, and communications services.

Includes project-specific firms, and subject to Section 9.2 and Board approval, Agencies of Record, providing advertising, brand strategy, public relations, crisis communications, social media, influencer services, media planning and buying, digital marketing, search, content strategy, copywriting, graphic design, web design and development, photography, videography, drone services, motion graphics, animation, music supervision, editing, studio services, market research, data and analytics, and destination representation.

B. Sponsorships, partnerships, promotional inventory, and rights-based opportunities.

Includes sponsorships, co-op advertising, trade show and convention sponsorship packages, event partnership rights, booth space, content partnerships, hospitality packages, publisher, platform, venue, or organizer promotional packages, naming, signage, ticket, credential, exhibit, activation, or on-site presence rights, creator or influencer access, and other destination visibility opportunities.

C. Talent, art, entertainment, and experiential or event services.

Includes artists, artwork purchases, commissions, murals, installations, performers, bands, musicians, celebrities, athletes, speakers, moderators, emcees, creators, influencers, curators, directors, producers, writers, voice talent, photographers, videographers, stylists, decorators, set and scenic designers, event concept designers, special event producers, venues, staging, lighting, audio/visual, fabrication, rentals, catering, transportation, security, labor, registration and ticketing, and other time-sensitive or theme-driven event services.

D. Professional services.

Includes legal services, special counsel, litigation support, expert witnesses, accounting, tax, auditing, appraisal and valuation, actuarial services, mediation and arbitration, executive search, labor or human resources advisors, compensation consultants, trainers, facilitators, board governance advisors, organizational development advisors, economic development or tourism advisors, and other licensed or credentialed professional services.

E. Consulting and advisory services.

Includes strategy, destination development, tourism research, brand and marketing strategy, media advisory, communications advisory, crisis advisory, government affairs or legislative advisory where legally permissible, stakeholder engagement, policy research, public affairs,

economic impact studies, workforce or culture consulting, partnership consulting, technology consulting, and other specialized advisory services.

F. Insurance, benefits, and risk services.

Includes insurance carriers, broker-of-record appointments, insurance brokers, agents, and consultants, employee benefits advisors, risk management advisors, claims administrators, third-party administrators, safety consultants, surety or bonding services, pooled or alternative risk programs, and related renewals, placements, or market adjustments.

G. Software, SaaS, technology, data, and digital tools.

Includes common software applications, cloud services, SaaS subscriptions, licenses, renewals, support and maintenance, implementation, onboarding, migration, integration, cybersecurity tools, collaboration and productivity platforms, CRM and sales tools, marketing automation, ad-tech and mar-tech platforms, analytics and dashboards, survey tools, finance, accounting, payroll, HR, or expense systems, project management tools, event, ticketing, registration, or fundraising platforms, website hosting and CMS tools, design tools, email platforms, domain names, SSL certificates, app or platform fees, plugins, APIs, data subscriptions, research databases, list acquisitions, and comparable digital services.

H. Memberships, dues, publications, and industry participation.

Includes trade association memberships, dues, subscriptions, accreditation fees, publications, benchmarking services, research subscriptions, event registrations, booth fees, conference packages, industry representation arrangements, sales missions, and related participation costs.

I. Travel, meeting, venue, and hospitality arrangements.

Includes airfare, lodging, meeting space, venue blocks, client or media hosting, site visits, familiarization tours, transportation, catering, destination services, room blocks, conference services, and similar market-rate travel or hospitality arrangements.

J. Recurring operating services and commercial standard-form arrangements.

Includes rent, utilities, telecommunications, postage, freight, shipping, courier services, janitorial services, waste services, copier or equipment maintenance, routine repairs, standard subscriptions, and other continuing services procured on customary commercial terms.

K. Cooperative, marketplace, and catalog purchasing.

Includes purchases made from cooperative contracts, piggyback agreements, publisher or platform rate cards, catalog or online marketplace pricing, government or association pricing schedules, and similar commercial buying channels.

L. Analogous categories and market opportunities.

Includes other goods, services, rights, or opportunities that are substantially similar to the categories above, or that present a unique, time-sensitive, compatibility-driven, confidentiality-driven, or relationship-driven business case for direct selection.

For categories listed in this Appendix, the President/CEO may determine that a request for proposal, request for qualifications, shortlist, market check, pilot, or direct negotiation is the most suitable process. Competition is permitted, but not required.



**Panama City Beach Tourist Development
Council/Convention and Visitors Bureau, Inc.
Agenda Item Summary**

Completion of Aaron Bessant Park Perimeter Fence

- Tourist Development Council
 Panama City Beach Convention and Visitors Bureau, Inc.

DEPARTMENT MAKING REQUEST/NAME:

Panama City CVB
Griff Griffiths, President/CEO

MEETING DATE:

April 14, 2026

REQUESTED MOTION/ACTION:

Board approve Completion of Aaron Bessant Park Perimeter Fence

AGENDA

Action Item

BUDGETED ITEM? No

BUDGET ACTION:

None

BACKGROUND:

Perimeter fence at Aaron Bessant Park will assist in securing the park for all local events.

ATTACHMENTS:

Description

Type

Quote for Completion of Fence
From Mr. Fence

Exhibit



VU/Pr new

ITEMIZED ESTIMATE

Mr. Fence of Florida Inc.
6804 Bayou George Dr.
Panama City, FL 32404
850-604-0900

<http://www.mrfenceflorida.com/>
All Estimates valid for 14 days

QUOTATION:

DATE: 12/18/2025

BILL TO:

SHIP TO:

Aaron Bessant Park
600 Pier Drive
Panama City Beach FL 32413

436 SECTIONS OF 72" high X 72" wide RES. BLACK SECTION FENCING / (1) 24' DDSG / (2) 20' DDSG / (2) 11' DDSG

QTY	SOURCE #	ITEM
436	NONE	72" high X 72" wide RES. BLACK SECTION
2	NONE	2" Sq. X 102" RES. BLACK FOR 72" high END POST
333	NONE	2" Sq. X 102" RES. BLACK FOR 72" high LINE POST
4	NONE	2" Sq. X 102" RES. BLACK FOR 72" high CORNER POST
4	NONE	4" Sq. X 102" RES. BLACK FOR 72" high HD BLANK POST
2	NONE	72" high X 240" wide RES. BLACK DOUBLE GATE ASSEMBLY
2	NONE	72" high X 132" wide RES. BLACK DOUBLE GATE ASSEMBLY
1	NONE	48" high X 288" wide RES. BLACK DOUBLE GATE ASSEMBLY
370	NONE	CONCRETE MIX #80 CONCRETE
97	NONE	2" Sq. BLACK PLATED LINE POST
1	NONE	2" Sq. BLACK PLATED END POST
400	NONE	5/16" X 4" TITAN CONCRETE ANCHOR
6	NONE	6" Sq. X 70" BLACK HD BLANK POST
6	NONE	6" CAPS
4	NONE	4" CAPS
10	NONE	DROP RODS
6	NONE	SETS OF ALUMINUM HD HINGES
5	NONE	STRONG ARM DOUBLE LATCH FOR ALUMINUM
4	NONE	SETS OF ALUMINUM HD HINGES (132" DDSG)
435	NONE	2" CAPS

SUBTOTAL: \$172756.41



ITEMIZED ESTIMATE

Mr. Fence of Florida Inc.
6804 Bayou George Dr.
Panama City, FL 32404
850-604-0900

<http://www.mrfenceflorida.com/>
All Estimates valid for 14 days

QUOTATION:

DATE: 12/18/2025

BILL TO:

SHIP TO:

Aaron Bessant Park
600 Pier Drive
Panama City Beach FL 32413



Imagery ©2025 Airbus, Maxar Technologies, Map data ©2025

Measure distance

Total distance: 2,622.39 ft (799.30 m)