

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, Oct 8, 2024

Approved Sept 10, 2024 Minutes
Mr. DiBenedictis / Mr. Jarman

Approved Consent Agenda
Mr. Jarman / Mr. Walsingham

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

Tuesday, October 8, 2024

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:

Jeff DiBenedictis

Mike Jarman

Reggie Johns

Yonnie Patronis (Treasurer)

Clair Pease (Chairman)

Ethan Register

Six Members Present at the time of Roll Call.

Mike Jansen & Mr. Phillips were absent

Mr. Walsingham arrived at 9:02 am

- A. Invocation
Ms. Pease gave the Invocation.
- B. Pledge of Allegiance
Mr. DiBenedictis led the Pledge of Allegiance.
- C. Approve September 10, 2024 Minutes (CVB/TDC)
**Mr. DiBenedictis Moved; Seconded by Mr. Jarman to approve
Motion passed unanimously with Six members present.**

**III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)
NONE**

IV. CONSENT AGENDA

A. Approve and recommend to the Bay County Board of County Commissioners to reimburse the City of PCB and the Bay County Sheriff's Office for certain public safety expenditures related to increased tourism on Panama City Beach (CVB/TDC)

B. Acknowledge Receipt of the August 2024 Tourist Development Tax Collection Report (CVB/TDC)

Mr. Rowe read the consent agenda into the record and asked for a motion to approve.

**Mr. Jarman Moved; Seconded by Mr. Walsingham to approve
Motion passed unanimously with Seven members present.**

V. PRESENTATIONS

A. FY 2025 Public Relations Plan, Jayna Leach & Gina Stouffer

Mrs. Stouffer presented national coverage that was achieved last year. Our reach continues to increase year after year. Our PCB perks program will be reignited. We are going to refresh our winter residents' program. She states for this coming year we are going to get more media influencers into the destination to promote events as well as prioritizing new nonstop flight markets. Huk is very interested to work with us. We are partnering with Rent the Runway. Rent dresses and send them back.

B. FY 2025 Marketing Creative Update, Jayna Leach, Kelsey Anderson, et al

Mrs. Anderson presented key subjective. New ideas to bring forward in 2025. Using new technology with planning trips by making the page interactive and engaging. AI will help with vacation itinerary building. Beach Flag safety is important and teaching people how to read the beach flags.

VI. PRESIDENTS REPORT

Mr. Rowe introduced Terri Hogg as the new liaison for accounts receiving funding and Sage Mickey who is our new events coordinator. Chairman Pease requested update for red flag system. Mr. Rowe mentioned a new light system for the beach using LED lights that will change colors. Each pole will require lights that will be visible across the beach. Mr. Rowe said this has to be approved by the DEP and they are very receptive. Once the final prototype is done it can be sent for approval. Mr. Rowe discussed beach access 22 being updated to be fully user accessible and also allow access for equipment on the beach. He stated the Ed Hickey Jr. trust has donated \$100,000 for that beach access via the Parks Trust Fund to name that access the Ed Hickey Jr. Park. They also planning a viewing platform as well. He thanked Mr. DiBenedictis for his efforts to make this come to pass.

VII. CHAIRMAN'S REPORT

Ms. Pease asked to keep the people in the path of the storms in their thoughts.

VIII. AUDIENCE PARTICIPATION

NONE

IX. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary