

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, Aug 26, 2025

Approved June 10, 2025 & July 08, 2025, Meeting Minutes

Mr. Walsingham Moved; Seconded by Mr. Jarman

Approved Consent Agenda

Mr. Johns Moved; Seconded by Mr. Jarman

Gulf Coast Jam FY 2026 Sponsorship

Ms. Phillips Moved; Seconded by Mr. Johns

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

Tuesday, Aug 26, 2025

09:00 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

Clair Pease (Chairman)

Andy Phillips

Ethan Register

Mike Jarman

Reggie Johns (Vice-Chair)

Six Members Present at the time of Roll Call. Mr. DiBenedictis arrived at 9:05am

Mr. Patronis (Treasurer) was absent

- A. Invocation
Mr. Johns
- B. Pledge of Allegiance
Ms. Pease
- C. Approve June 10, 2025 & July 08, 2025, Meeting Minutes
Mr. Walsingham Moved; Seconded by Mr. Jarman to approve
Motion passed unanimously.

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

IV. CONSENT AGENDA

A. Approve CVB Employee Handbook Update (CVB)

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

Mr. Rowe read the consent agenda into the record.

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

Motion passed unanimously.

V. PRESENTATIONS

A. Combating Takeovers, Mr. Dan Rowe, Ms. Jayna Leach

Mr. stated that after an incident earlier this year, Chairman Pease called meetings with local civic leaders, public safety officials to get to the root cause of the issue and discuss what can be done. During the first session, our agencies were in attendance. The reason for that was so they could understand the issues so we can develop strategies to deal with this in depth. He said that Chief Talamantez was clear that the issues we face today are not the same as what we faced years ago when we ended spring break. The issues we face today are with unaccompanied minors, and we must deal with that issue. Mr. Rowe played videos of public

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safety officials and civic leaders' reactions to takeovers that occurred in other areas of the county. Mr. Rowe said that this is not just a problem for Panama City Beach, it is happening all over the country. He said that Sheriff Ford and Chief Talamantez stated that law enforcement cannot solve this problem alone. A marketing campaign can't solve this alone. This is a societal problem, and we need to address it with an all-in-community strategy. He said that this will not go unanswered. Panama City Beach will stand up against takeovers. It is important that we remain focused on who we are. Mr. Rowe stated that takeovers are out and making epic memories is what we do. We are Real.Fun.Beach.

Mr. Rowe discussed the CVB's role in combating takeovers. He referenced a visitor comment that stated that PCB is not safe at night, and they would not be back until something changes. He pointed out that this is an example of how our brand is being negatively impacted by takeovers and we need to be involved in resolving this issue. He said that we need to think globally and act locally to create strategies that allow us to affect change.

Mr. Rowe recognized the City of Panama City Beach for engaging our congressional delegation and the justice department for a possible deterrent of takeovers with the threat of going to federal prison, and other measures that can be put into place at the federal level.

He stated that the CVB is taking another approach. We believe that the platforms, snapchat, google, TikTok, etc., have a role to play. If the videos don't go viral, the takeovers may not happen. Currently in congress there is the Kids Online Safety Act. Last year this act passed the Senate with wide bipartisan support, but the House didn't pick it up. Several Representatives have reintroduced it again this year. If you look at what this act is trying to do, inserting takeovers into this bill could do so things that would do a lot of good. The bill states that the platforms must take steps to prevent or mitigate harm. Takeovers are harmful to young people causing deaths, and communities damaged. We feel including takeovers could stop them before they happen. Mr. Rowe stated that he is also having discussions at the state level with Senator Trumbull and Representative Griffiths about the same type of information and stance to use the platforms to help address this issue because this is a societal issue. He stated that the platforms are currently, without federal legislation, doing this related to eating disorders. They determined years ago that eating disorders were destructive to young people and they needed to start controlling the messages so young people couldn't go online and get misinformation related to eating disorders. If the platforms can do it for that, then they can do it for takeovers. He said this is believed to be the best push forward. We will engage legislative support this year, state and federal levels, to help get the Kids Online Safety Act passed. He stated that he has been meeting with representatives from the tourism industry across the country and our trade associations to get them to lean into this issue because it is happening everywhere. It needs an all of society approach to solve it. Also, start the national conversation. One of the things we will do is conduct a press conference that involves our congressional delegations, leaders from the state, local leaders and law enforcement, and parenting experts, to talk about the importance of a wide-ranging campaign to address takeovers. So far, our congressional delegations and state leaders are very very supportive of this. They want to lean-in to help make this a reality.

Mr. Rowe said that after the press conference, we will start a public relations campaign with a unified message, In PCB Fun is In Takovers are Out. Our parenting expert is going to be one of our major spokespeople for the societal parts of this, Tonya Jordon. She is a prolific author in terms of parenting in the 21st century. She is spot on for the message that families must be responsible for what their kids are doing. We will start and continue to push it out in a variety of different ways, so that people start to get it that this is not a one and done. We are building an initiative, a campaign, focused on protecting our brand and keeping kids safe. This will begin this Fall. We are not waiting until spring break starts. Our branding campaign, Make it Yours, will be introducing teenagers into our materials so families with teens can see themselves here in the day as well as at night.

Mr. Rowe said that the City of Panama City Beach is getting ready to consider is rules and regulations changes that will be in effect during defined high impact periods. High impact periods are times throughout the year

when additional rules will apply. They will occur in two ways; defined periods established by local officials that we will know in advance, then other periods when a takeover is popping up, the city manager at his discretion can declare an official high impact period. Our focus will be the defined times that we can release specific messaging targeting the parents of teens as well as the teens themselves. The examples of messaging presented are a taste of what it could look like and are not the final product. Mr. Rowe presented several examples of messaging. He highlighted that the message to parents will be unaccompanied minors, whose parents knowingly allow them to violate the curfew, the parents can be held responsible. That's the message that we have to make sure that the parents get by going on the PCB Current side of our website. He said our media team has been looking into how we get the messaging to the parents. We will be using those avenues to dial in that messaging directly to the parents. We will also have messaging directed at teenagers. Following the TikTok trend, Big Sister Advice, ours will be Big Brother Advice. The Sheriff asked us to also consider messaging that focuses on unaccompanied minors who plan on coming to PCB and tell them to Don't Do It. Mr. Rowe discussed the platforms that marketing will be released to reach minors, including gaming. He said that the planning for the campaigns will take place well before the high impact time period. Emergency marketing will be ready to be released if a takeover has been identified. Ms. Leach discussed the public relations plan as well as marketing campaign to combat takeovers. Mr. Rowe said these campaigns will affect change in a positive way. He highlighted our agencies who are working hard with us to get the campaigns messaging on point.

He then took questions from the board.

Chief Talamantez discussed how they monitor and respond when takeovers are going viral on social media.

Mr. Rowe added that the Kids Online Safety Act would require platforms to stop takeovers from going viral by catching the initial threads with their algorithms. He said that's our best opportunity to stop them before they begin. He also said that we will work with neighboring counties in the future.

Mr. Cole Davis discussed criminal penalties. He said that the city and the county will draft and enact ordinances regarding the criminal justice part of public safety.

Mayor Tetttemer discussed the need to prevent the kids from coming into PCB is critical.

Mr. Rowe said this program will be included in the FY 2026 marketing budget which will be presented to the board at the next meeting.

B. Visitor Profile Update, Mr. Berkeley Young

Mr. Young discussed the Winter and Spring visitation impact data. He stated that the year over year data show a slight decrease.

C. Gulf Coast Jam Update, Mr. Mark Sheldon, Mr. Rendy Lovelady

Ms. Pease ask Mr. Rowe to discuss how our sponsorship began and lead to where we are today.

Mr. Rowe stated that Mr. Sheldon and Mr. Lovelady came to a concert held after the Deepwater Horizon oil spill. That was the first time this community staged an A talent event not related to spring break. From that they pursued bringing first class talent to the beach. And they have done that year after year. This is a world class event. It is marketed worldwide as A list entertainers push out their own marketing highlighting Panama City Beach in a positive way. The talent they bring continues to be the best of the best. Mr. Rowe also stated

that we review their marketing plan each year and see how they promote the event. It is a big push for the weekend after Memorial Day weekend, and they are good partners with the CVB.

Mr. Sheldon and Mr. Lovelady reviewed the event stating that over one hundred thousand people attended, and the talent line up are not only A list, but they stay at the beach as well. They reviewed attendee and marketing data. They said they aim marketing to direct flight cities at the airport.

They discussed the need for an increase in the CVB marketing sponsorship. The board discussed the success of the event and the positive impact it has had on the community as well as local businesses.

They agreed to put the increase in the sponsorship to a vote

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

VI. PRESIDENTS REPORT

Mr. Rowe stated that Mr. Davis represents PCB Entertainment, not related to the CVB/TDC. He is one of their councilors, therefore when we negotiate our three-year contract with PCB Entertainment, Doug Sale will be our representative.

He stated that we are engaged in doing a brand analysis to ensure we are focused on how to bring our brand forward to outcome our competitors. He said he will bring that back to the board at a future meeting when we present the marketing plan.

Travel and Leisure magazine has named PCB the number one small town to retire in and that the St Andrews State Park is the most calming state park in the country.

Pirates voyage has purchased the Sky wheel and renamed it the PCB wheel.

Mr. Rowe then discussed the new digital surf warning system. He showed an example of what was available and how it was basically just a traffic light and didn't serve our purpose. He showed the current device that is a prototype being built. He said these would be able to be changed all at the same time. He said they will ship the prototype soon and the board will be able to see it in person on the beach. He said engineers will look at it to ensure it can withstand hurricane force winds. Then it will need to go to FDEP, the Florida Fire Chiefs Asso., and USLA, to get their concurrence before it can become an official flag system within the state of Florida. He said this could be a game changer for beaches across the country. He has informed the company that our rights to the technology are to be protected so that if we sell it, royalties come back to the CVB. He then answered questions from the board.

VII. CHAIRMAN'S REPORT

Ms. Pease stated that the takeovers are a very big deal, and it is imperative to end them. She said you can see on social media how the crowd moves as soon as another takeover is put out. She asked the city to communicate their new ordinances to the county so everyone can enact similar laws. She said everyone needs to support the city and county to enact new laws.

VIII. AUDIENCE PARTICIPATION
NONE

IX. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary