

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, January 14, 2025**

Approve Nov 12, 2024 Minutes

**Mr. Jarman Moved; Seconded by Mr. Johns**

Approved Election of Officers:

A. Chairman: Clair Pease

**Mr. Johns Moved; Seconded by Mr. Register**

B. Vice Chairman: Reggie Johns

**Mr. Jarman Moved; Seconded by Mr. DiBenedictis**

C. Tres/Sec: Yonnie Patronis

**Ms. Pease Moved; Seconded by Mr. Johns**

Approved Consent Agenda

**Mr. Walsingham Moved; Seconded by Mr. Jarman**

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

Tuesday, Jan 14, 2025

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

Mike Jansen

Reggie Johns

Clair Pease (Chairman)

Yonnie Patronis (Tres/Sec)

Ethan Register

Mr. Walsingham

Eight Members Present at the time of Roll Call.

Andy Phillips(Vice-Chair) was absent.

- A. Invocation  
none
- B. Pledge of Allegiance  
Ms. Pease led the Pledge of Allegiance.
- C. Approve Nov 12, 2024 Minutes (CVB/TDC)  
**Mr. Jarman Moved; Seconded by Mr. Johns to approve  
Motion passed unanimously**

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

Election of Officers for CY 2025. Clair Pease, Chair (CVB/TDC)

a. Chair

Clair Pease was nominated for a second term.

**Mr. Johns Moved; Seconded by Mr. Register  
Motion passed unanimously**

b. Vice-Chair

Reggie Johns was nominated.

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

c. Secretary/Treasurer

Yonnie Patronis was nominated for another term.

**Ms. Pease Moved; Seconded by Mr. Johns  
Motion passed unanimously**

**IV. CONSENT AGENDA**

- A. Approve and recommend to the Bay County Board of County Commissioners to reimburse 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 October & November 2024 Tourist Development Tax Collection Report (CVB/TDC)
- Mr. Rowe read the consent agenda into the record.

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

**V. PRESENTATIONS**

- A. New Years Eve Beachball Drop Recap, Mr. Patrick Stewart, Ms. Jayna Leach, Mr. J Michael Brown and Mr. Dan Rowe

Mr. Rowe discussed the attendance at the event. He stated that at Aaron Bessant Park, ¾ of the attendees were from out of town. At the Pier Park event site, 67% were from out of town. He said that the numbers for out-of-town visitors who came specifically for this event is very impressive. He said those were dollars that came into our local economy that would not have been here without this event. He then asked Patrick Stewart to review the event. Mr. Stewart discussed this year's new set up at Aaron Bessant Park with the kid zone beach ball drop and Taylor Shines DJ Laser Spectacular show as well as the other new activities such as the friendship bracelet station, face painters, stilt walkers and more. This created a family friendly high energy atmosphere.

Ms. Leach then discussed the marketing of the event. She stated that the new event site was included in the marketing plan and the two event sites highlighted. Also, digital marketing, radio, and tv highlighted both event sites.

Mr. Rowe stated that over 60 thousand people attended the event, according to the digital AI capture data, which doesn't count the children in attendance.

Mr. Brown discussed his involvement in this event over the years and his retirement from the organization. He thanked everyone and received a standing ovation. Mr. Rowe discussed Mr. Brown's efforts that went into making this event happen and the success it has become.

- B. First Quarter 2025 Media Plan Review, Ms Jayna Lech

Ms. Leach discussed the plan for the year including digital and media campaigns. She also highlighted the marketing for upcoming events and holidays. She also discussed streaming media in local markets for top destination markets. She also reviewed competitive conquering campaigns and media.

- C. VisitFlorida/Northwest Florida Tourism Council Regional Marketing Campaign. Mr. Dan Rowe and Ms. Jayna Leach

Mr. Rowe discussed the NW Florida marketing campaign that markets NW Florida as a region, as a mutual campaign. Triumph Gulf Coast funds are contributing to our involvement in this campaign. Ms. Leach discussed Soft Adventure as the focus for marketing. The filming for this took place in PCB. She played that video as well as other creative marketing for this campaign.

**VI. PRESIDENTS REPORT**

Mr. Rowe discussed the beginning of the Mexico Beach renourishment project, the winter resident season has begun and the new personas, and the turf project for the sports park is going forward with a notice to proceed coming very soon.

He also stated that Sports Facilities Companies is rolling out the Entrepreneurial Operation System (EOS) to strengthen their management and leadership practices across the SFC network, with the Publix Sports Park as being the test case facility. Given that we are responsible for the sales and marketing activities at PSP, we are embracing

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the EOS principles within our Sports Marketing team and across the entire CVB as well as to ensure we remain focused, innovative, and on the edge. This program will be launched in the coming weeks.

**VII. CHAIRMAN'S REPORT**

Ms. Pease discussed the deck at the beach access 22 which is handicap accessible. She said they finally have the drawings for that deck and hopefully it can be finished quickly. She also stated that she appreciated the board having faith in her to be the Chairman for another year.

**VIII. AUDIENCE PARTICIPATION**

NONE

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary