

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, June 10, 2025

Approved April 8, 2025, Minutes

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

Approved CONSENT AGENDA

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

Approved ACTION ITEM A

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

Motion passed with Six-Yes, and Two-No.

Approved DISCUSSION ITEM A

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

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

Tuesday, June 10, 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:

Jeff DiBenedictis

Clair Pease (Chairman)

Yonnie Patronis (Treasurer)

Reggie Johns (Vice Chairman)

Mike Jarman

Andy Phillips

Ethan Register

Gary Walsingham

Eight Members Present at the time of Roll Call.

Mr. Mike Jansen retired his position on the board.

A. Invocation

Mr. Johns

B. Pledge of Allegiance

Ms. Pease

C. Approve April 8, 2025, Minutes (CVB/TDC)

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

Motion passed unanimously.

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

One person spoke against PCBweather.com.

IV. CONSENT AGENDA

A. Approve Panama City Beaches and Mexico Beach Resolutions for FDEP State Beach Management Funding Assistance Program Funding Support 2026-2027 (CVB/TDC)

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

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

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

Motion passed unanimously.

V. ACTION ITEM

A. Discuss and consider for approval PCBweather.com Project, Mr. Dan Rowe, Mr. Chris Smith and Mr. Dan Nyman (CVB)

Mr. Rowe discussed the creation of a marketing channel to be able to reach visitors in an innovative manner. He said that today he is asking the board to consider the creation of PCBweather.com as that channel. Communicating with visitors is central to what the TDC does by allowing us to create preference to PCB where we are always top of mind. PCBWeather.com will be very similar to what is being done with Chasin the sun, which is our tv program that

is streaming. This gives us the ability to talk to visitors in more ways than the traditional media. As part of this program, we will develop additional content related to beach safety, which is an important part of what we do. He also said that this year 3.5 million dollars are allocated to public safety which is the maximum amount allowed. He said prior to bringing this concept to the board, he asked Ms. Jayna Leach, our chief Marketing Officer, to vet the program with our media, public relations and creative agencies. Each one said this is a great opportunity for us to leverage our position as a digital first organization. With over 1.1 million followers on Facebook, we have a great opportunity to be able to extend our reach of Panama City Beach 365 days a year. This is a great opportunity for us to be on that leading edge.

Mr. Rowe then turned the floor over to Mr. Smith and Mr. Nyman to discuss the platform and answer questions.

Mr. Smith discussed the platform and how it will be focused on weather strictly for PCB. He said this has never been done, to create a tourism based weather program. He discussed how weather reports can be very broad, and this would provide very specific information for weather as it will directly impact Panama City Beach. Providing specific information would give visitors information that could save their vacation plans to come here. He discussed the effect this platform could have on visitors and locals regarding plans to go boating, fishing, and to the beach. He also stated that this platform can be used to broadcast episodes of Chasin the Sun, coverage of events such as the Bay Point Billfish Tournament, and any others that the TDC wants. He said that it can direct visitors to know if weather conditions will affect the beach during the time they will be here. He said beach safety is also going to be part of this. He said any messaging can be included such as a calendar of events as well as the forecast for each. He said ads can be added as well as sponsorships as a revenue stream. He said it will be tailored to the TDC brand. Mr. Nyman said that the forecast will be constantly updated and that it will be a powerful tool for visitors and locals to use. He also stated that the concept of digital weather app is a proven concept. There are several individuals who broadcast weather on social media and have a very large viewership. PCBWeather.com is the first tourism directed weather platform. He said that this can be used heavily during the shoulder season to keep PCB top of mind by showing the sunset every day and showing the weather every single day.

They discussed how the messaging and content can be done based on the TDC's direction. Push notifications can be programmed based on weather, events, and other items that the TDC wants to get out to the public.

Public safety is very important, and this platform will be used for education as well as notification of current warnings.

Mr. Smith stated that the advertising content will be within TDC's guidelines.

They then answered questions from the board.

Mr. Phillips asked who would own it. Mr. Rowe stated that it will be owned by the CVB, similar to the Chasin the Sun show. The CVB owns the show and pays for another entity to produce it. He also asked the contract timing and cost. Mr. Rowe stated it is a five year contract with a cost of 300,000 dollars per year.

Mr. Rowe also stated that this will provide a way to communicate directly with visitors the weather directly on PCB. It will also be a tool to put content out to entice visitors to come to PCB.

Ms. Pease asked if tornado alerts can be pushed out. Mr. Smith said it absolutely can and will be able to push out other emergency notifications.

Mr. Rowe stated that this can be used to broadcast our events live as well as the weather and public safety information and future events.

Other items discussed include the logistics of production, equipment, hardware and software needed and operational needs. Also, the contract is for five years with the first three being exclusive with the CVB.

The current CVB rules for Co-op advertising will apply to the selling of the apps advertising space.

The timing of going live for the app is estimated to be in the fall.

Mr. Johns Moved; Seconded by Mr. Walsingham to approve
Motion passed with Six-Yes, and Two-No.
Mr. Patronis and Mr. Phillips voted No.

VI. DISCUSSION ITEM

A. Bay County Artificial Reef Program, Mr. Dan Rowe (CVB/TDC)

Mr. Rowe stated that Bay County has asked the CVB to consider taking over the Artificial Reef Program. It would be done as a contract with the County with them paying them majority of the cost. We would be working with the regulatory agencies on the comprehensive plan as well as reef deployment. The board asked if there are personnel positions related and Mr. Rowe stated that there are two positions that are open currently with the county, a Coordinator and Technician. He said we would need to fill the Reef Coordinator position right away which would be funded by the county.

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

VII. PRESIDENTS REPORT

Mr. Rowe stated that Trip Advisor and Southern Living listed Panama City Beach as the number one beach in Florida and number 27 nationwide. Dr. Beach listed St. Andrew's Beach as one of the top ten beaches in the country. He said budget process has started. Also, Mr. Jansen has retired from his position on the board and the City of Panama City Beach will make a recommendation to the Bay County Commission to appoint someone for the vacant collector seat. He also said Harrison Moon is leaving and will be greatly missed. Also, we are working with Dag Architects to start the beach access sign replacements for the first 10 access points. Mr. Rowe discussed the meetings that have taken place regarding spring break issues. He said the current issues are different from prior years. The unaccompanied minors are the current issue, and the city and county are looking into regulations to help address the issue.

Mr. Rowe said that Jennifer Vigil has been successful in replacing the roof on the St. Andrew's School. He also said that an unsolicited offer for the school was never made. If such an offer is made, he would present it to the CVB/TDC Board with the expectation that the board would turn it back over to the Destination Panama City board for any type of recommendation and we would follow their lead. Then, we would make that recommendation to the county. The school is currently an asset of the county who leases it back to DPC. No change has been made as to our position on the renovations to the school. As the indoor sports center goes forward, the money we borrow for that will include the renovation costs for the St. Andrews school. We would pay our portion of the note and DPC would pay their portion. The proforma for the school is finished and shows that it will begin to make money and cover debt service around year seven.

VIII. CHAIRMAN'S REPORT

Ms. Pease thanked Jennifer Vigil for getting the roof done on the school. Also, she discussed the meetings that have taken place regarding spring break have been very successful. She thanked everyone who attended and the stakeholders who are cooperating.

IX. AUDIENCE PARTICIPATION

Several members of the public spoke in support of the St. Andrews School.

X. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary