

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, Nov 12, 2024

Approve Oct 8, 2024 Minutes

Mr. Register Moved; Seconded by Mr. Walsingham

Approved Consent Agenda

Mr. DiBenedictis Moved; Seconded by Mr. Phillips

Approved Action Items:

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

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

C. Mr. Register Moved; Seconded by Mr. DiBenedictis

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

Tuesday, Nov 12, 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

Andy Phillips(Vice-Chairman)

Clair Pease (Chairman)

Ethan Register

Mr. Walsingham

Six Members Present at the time of Roll Call.

Mike Jansen, Mr. Johns & Mr. Patronis were absent

A. Invocation

Mr. DiBenedictis gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve Oct 8, 2024 Minutes (CVB/TDC)

Mr. Register Moved; Seconded by Mr. Walsingham 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, Bay County, 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 September 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. DiBenedictis Moved; Seconded by Mr. Phillips to approve

Motion passed unanimously with Six members present.

V. ACTION ITEMS

A. Approve and recommend to the Bay County Board of County Commissioners the amendment to Grant Agreement 22BA1 A1 Mexico Beach Restoration Project, extending the deadline to December 31, 2026 and conversion of \$8,729,500 funding from state to federal funding. (TDC)

Mr. Rowe discussed the grant and said that Lisa Armbruster working, with FDEP, has been able to secure an increase of the amount of funding for this project by 2.5 million dollars. This means the project is fully funded. This allowed Kimberly Shoaf to move approximately 500 thousand from construction back to her destination marketing account. This Action Item converts FDEP funds into ARPA funds and extends the length of time for that contract by a year.

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

Motion passed unanimously with Six members present.

- B. Approve and recommend to the Bay County Board of County Commissioners Task order 10 for the Mexico Beach Restoration Project construction consulting services not to exceed \$462,926. (TDC)

Mr. Rowe stated that Action Item B will allow the issuance of a task order to MRD associates for the construction monitoring work out of the grant funds. Those funds will remain state funds.

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

- C. Approve and recommend to the Bay County Board of County Commissioners Amendment 1 to FDEP Grant 24BA2 A1 Mexico Beach Restoration Project, to increase the amount of federal funding by \$2,518,830.30 to \$14,768,909.24 (TDC)

Mr. Rowe said that Action Item C will increase the amount of ARPA funding. He also discussed the importance of this project stating that Mexico Beach has never had a full three mile beach restoration project. He said they have been working on this funding for years. This project will allow full restoration fully grant funding and that this is a very big deal. He then answered questions from the board.

**Mr. Register Moved; Seconded by Mr. DiBenedictis to approve
Motion passed unanimously with Six members present.**

VI. PRESENTATIONS

- A. Winter Program Overview, Dan Rowe

Mr. Rowe discussed the Winter Program of festivals and events for this year. He stated that the Winter Resident program has grown over the years. He said that the programs for the winter residents have been developed to entice winter residents to our destination. He said that Barrie Ainslie and Richard Sanders heads this program and have taken it by storm. The two of them spend the winter season reaching out and engaging our winter residents. He said Mr. Sanders is getting ready to retire next year. This year starts that transition by the creation of two personalities, Beachcomber Barrie and Sandman the PCB Legend. The new weekly newsletter will keep the residents engaged and informed throughout the season. He said the winter resident's information is being put into the CRM so we can target them with future marketing efforts. Mr. Rowe recognized Barrie and Richard for their hard work in this program.

Mr. Rowe then called Patrick Stewart to the podium to discuss the winter events. Mr. Stewart discussed the three main events, Beach Home for the Holidays, 2025 New Year's Eve Beachball Drop, and PCB Madi Gras and Music Festival. He discussed each event including the musical acts, sponsorships, and past success. He also discussed the NYE event being grown to have a ball drop kid zone at Aaron Bessant Park with Taylor Shines DJ. He also discussed that this year Madi Gras event being headlined by county star Chris Jansen. He also discussed the Pirates of the High Seas and Renaissance Festival that took place in October. He said the event has grown 49% from last year. He discussed the success of the event and added attractions. He then answered questions from the board. Mr. Rowe highlighted the added ball drop at Aaron Bessant Park kid zone stating that it allows greater safety and grows the event with high energy entertainment.

- B. Summer 2024 Visitor Profile, Berkeley Young

Mr. Young presented the summer 2024 profile and answered questions from the board.

- C. Update on the technology driving VisitPanamaCityBeach.com, Melissa Oropesa, Simpleview

Ms. Oropesa, and her team, discussed the website and technology innovations coming soon as well as current updates and integrations that align with the Visit Panama City Beach Strategic Plan.

VII. PRESIDENTS REPORT

Mr. Rowe introduced Mr. Randy Pruden, the new Asst. General Manager of Client Services at the Sports Park. He also said that an invoice was left out of the packet that was sent to the board for public safety and said he would include it on to the county as long as the board had no objections. It was later discovered that the invoice was actually included in the packet.

He then recognized that this day is his 18th anniversary as President/CEO.

VIII. CHAIRMAN'S REPORT

Ms. Pease said the car show last weekend was a great event. She also stated that there are new members for the county commission and said they will be sworn in at the next BOCC meeting and invited everyone to attend.

IX. AUDIENCE PARTICIPATION

NONE

X. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary