

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, Sept 09, 2025**

Approved August 26, 2025, Meeting Minutes

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

Approved Consent Agenda

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

Action Item A.

**Ms. Jarman Moved; Seconded by Mr. Patronis**

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

Tuesday, Sept 09, 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

Jeff DiBenedictis

Mike Jarman

Reggie Johns (Vice-Chair)

Clair Pease (Chairman)

Yonnie Patronis (Treasurer)

Andy Phillips

Gary Walsingham

Eight Members Present at the time of Roll Call.

Ethan Register was absent

- A. Invocation  
Mr. Johns
- B. Pledge of Allegiance  
Ms. Pease
- C. Approve August 26, 2025, Meeting Minutes  
**Mr. Jarman Moved; Seconded by Mr. Walsingham to approve**  
**Motion passed unanimously.**

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

**IV. CONSENT AGENDA**

- A. Approve and recommend to the Bay County Board of County Commissioners the MB CDC and DPC FY 2026 budgets and programs of work. (CVB/TDC)
- B. Approve and recommend to the Bay County Board of County Commissioners, Amendment No. 2 to FDEP Grant Agreement No. 22BA3 Panama City Beaches Shore Protection Project (CVB)
- C. Approve and recommend to the Bay County Board of County Commissioners FDEP Grant Agreement No. 26BA1 Mexico Beach Restoration Project (CVB)
- D. Approve and recommend to the Bay County Board of County Commissioners to reimburse the 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.

**Mr. Johns Moved; Seconded by Mr. Phillips to approve**

**Motion passed unanimously.**

**V. ACTION ITEMS**

- A. Discuss and approve the CVB & Publix Sports Park FY 2026 Budgets and Programs of Work, Dan Rowe (TDC)

Mr. Rowe stated that this is the road map for how we will market Panama City Beach as a destination in the upcoming year. He then discussed the Program of Work; we lay out for the public who we are and what we do in

TDC/CVB Combined Board Meeting

the executive summary in terms of our marketing focus. The Mission Statement: we promote a positive image for Panama City Beach and foster economic activity. Brand Positioning; Real. Fun. Beach., and the World's Most Beautiful Beaches. Core Focus; Team Focus as a year-round destination. Core Values; good stewards of our resources, foster innovation, be leaders in the industry. Strategic Imperatives: the strategic plan was updated in 2023. This focuses on the four areas in which the organization works. We seek out how we can help address unmet needs in the community that has a nexus to tourism. This ensures that we are a good corporate citizen in the community.

Mr. Rowe then discussed the revenues and expenses. He stated that the revenues are slightly lower than the previous year. This is to keep the budget tight and operate efficiently and transparently. The plan for the new fiscal year is to increase our research on the brand health of the organization. This will enable us to address issues caused by negative publicity such as the takeovers. This will help us understand the impact on our brand and address them efficiently. Also, increasing transparency by using a tourism economics platform, Symphony, to outline our metrics. Any partner can look at any point in time and see how we are expending the dollars. Mr. Rowe stated that we are always working with our local county and city governments, making sure we are being a good partner. This year, we feel the need to enlist legislative support, both for the protection of the Tourist Development Tax as well as our combating takeovers initiative.

He then showed the budget lines and pointed out the changes in legislative services and research from prior year. He then reviewed the marketing budget that includes the combatting takeover initiatives as well as our agencies of record. The agencies will remain the same going forward because of the great work they have done. The focus remains the same with the exception being our digital platform firm. It has been Simpleview in past years, but they have been bought by Granicus, which is more of a governmental platform. As such, we have not received the same level of service and will be looking for a new company. We will work with council to determine if we can select a firm or go out for an RFP.

Mr. Rowe reviewed the Sales department budget and discussed their success in bringing small groups and corporate meetings to the destination.

He then discussed Special Events budget. He stated the budget is higher this year due to the air show in April. He discussed the improvements to Aaron Bessant Park are being completed this year.

Visitor Services budget was then discussed. He stated that the budget was slightly down from last year.

Discussed next was Sports Marketing. Mr. Rowe stated that last year, the Sports Marketing team was moved to the sports park to bring synergy to the park. This has turned out to be a very good move as they have been able to increase tournaments during non-summer months.

Mr. Rowe then discussed Community Support budget. He said this is how we help others such as Chambers as well as the Rising Tide Scholarship program where we're able to move forward and help extend the value proposition of what we do.

He also stated that this department budgets Sustainable Beaches, our coastal resource contract with Lisa Armbruster. He recommended continuing that contract. He said another one million dollars will be funded in this department for coastal resources as we take over the Artificial Reef program. He said a candidate has been selected, Erin Council, to manage that program. She will begin in two weeks. She has years of experience in this area, and we are very excited to have her join the team. He discussed the current office limitations in housing her but that will be resolved.

Mr. Rowe then discussed Tourism Development. He said this is where we budget many of our special projects. Also, Chasin the Sun is budgeted here, as well as the cost of the civil work and the parking lots for the SABRE center. Included in that are the pickle ball courts and additional parking on field 13. Also budgeted is 3.6 million dollars, set aside for other tourism development projects as needed and directed by the board.

He discussed salaries and benefits. Salaries remain the same but there is a slight increase in insurance.

Mr. Rowe then discussed the Publix Sports Park. He said that a year ago, landscaping was brought in house as well as preventative maintenance. He stated that the team has done an exceptional job at cost containment such as cost of goods sold. They have worked hard to make sure costs are aligned with revenues and act accordingly if tournaments are cancelled.

He said that currently, work has begun to put astro turf on the remaining grass fields. He said preventative maintenance is a top priority and the park will be positive.

Mr. Rowe then discussed Chairman Pease's challenge to be efficient in what we do. As a result, we have been able to save funds for the debt service for the Indoor Events Center. We are in the final stages of getting FEMA approval and should have that done in the next 60 days. We will be breaking ground in the upcoming year. So, we have saved funding for the debt service coverage. One of the other challenges we have been given is regarding protecting our brand as being a safe destination. Mr. Rowe then recommended that we fund the City and County lifeguard programs. A change in the Tourist Development Tax law this year enables us to do this and not be limited to the 10 percent. Those funds total five million dollars, and we already have those funds set aside.

Mr. Rowe recommended the board concur with funding the lifeguard programs, demonstrating our commitment to safety as well as being a good corporate partner.

Mr. Rowe then answered questions from the board.

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

**VI. PRESIDENTS REPORT**

Mr. Rowe recognized his staff for doing a great job at keeping costs down.

**VII. CHAIRMAN'S REPORT**

Ms. Pease stated she asked Mr. Rowe, and Bay County, to lower costs in order to be prepared for the future. She said that being able to fund lifeguards is an example of Mr. Rowe and his team keeping costs down for previous years, allowing them to be prepared when needs arise.

She also thanked the Mayor and City Council for passing the ordinances to combat takeovers. She said these changes will help greatly.

**VIII. AUDIENCE PARTICIPATION**

NONE

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary