

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, July 8, 2025

Approved Consent Agenda

Mr. Phillips Moved; Seconded by Mr. Johns

Action Item

Ms. Pease Moved; Seconded by Mr. DiBenedictis

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

Tuesday, July 8, 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)

Andy Phillips

Ethan Register

Mike Jarman

Reggie Johns

Six Members Present at the time of Roll Call. One collector's seat is currently vacant.

Mr. Patronis (Treasurer) and Mr. Walsingham were absent

A. Invocation

Mr. Johns

B. Pledge of Allegiance

Ms. Pease

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

Chairman Pease asked Mr. Sale to speak

Mr. Sale said that Cole Davis has done a great job working as Mr. Sale's successor as council. Even though Mr. Davis has left the Hand Sale Firm, Mr. Sale said Mr. Davis will do a great job as the CVB's council, and Mr. Sale will be available in the future if needed for certain tasks.

IV. CONSENT AGENDA

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

Motion passed unanimously.

V. ACTION ITEM

- A.** Discuss and consider for approval, legal representation. Mr. Dan Rowe (CVB/TDC)

Mr. Rowe stated that Mr. Davis has started a new firm, and that he had been working as the CVB's council as Mr. Sale's replacement as Mr. Sale retired. The action today is to choose a law firm, and it can either be with Mr. Cole's firm, or the Hand, Arendall, Harrison, Sale firm. Mr. Rowe said that the board now knows where Mr. Sale stands, and he asked for a motion to approve moving forward with Mr. Cole Davis. He said that Mr. Sale can work as co-council on certain projects as needed such as the Panama City Beach Sports Complex as well as beach renourishment issues. Mr. Sale is still available to the CVB but will be spending more time on retirement. Mr. Rowe asked for the board's consideration of going with Mr. Cole Davis's new firm.

Ms. Pease passed the gavel to the Vice Chairman and made the first motion to approve.

Mr. Cole answered questions from the board. Ms. Pease said there's no words to describe the amazing job Mr. Sale has done for the CVB over the years.

Ms. Pease Moved; Seconded by Mr. DiBenedictis to approve

Motion passed Unanimously

VI. DISCUSSION ITEM

A. PCBweather.com Update. Mr. Dan Rowe (CVB/TDC)

Mr. Rowe said he is working with them regarding the contract. The initial term will be for three years exclusively with us, not working with any other destinations. After that time, they can work with other destinations, however, we can opt out at that time. It is a five year deal, with three years exclusive to us with a two year option. The other issue was regarding the purchase of equipment, which will be done by private funds. Our funds will be used for the creation of the app as well as some of the software and licenses. Mr. Rowe said discussions are still taking place and the contract is not yet complete, but we are moving forward. Mr. Rowe answered questions from the board. One regarding the Panhandle Weather LLC. Mr. Rowe said that it is their company and when the deal is done it will be exclusive to us. He said the three-year exclusive PCB Weather will replace what is being streamed on social media under Panhandle Weather. Mr. Rowe also discussed the possibility of the Department of Defense or other federal agencies not allowing access to certain software by small entities. He said PCB Weather will be buying the same software used by forecasters and that all forecasters would be impacted by the federal government not sharing software. He highlighted the recent weather pattern that threatened the panhandle for July 4th and was being broadly forecasted as such. He said Mr. Smith was able to counter that by stating that the storm will not impact PCB for July 4th. His counter narrative helped our visitation for that holiday weekend.

VII. PRESIDENTS REPORT

Mr. Rowe stated that next week the Bay County Commission will approve the appointment of Jason Branks to our board. He is replacing Mike Jansen for the city's collector's seat. He also said that the artificial turf project is moving forward, and all permits have been issued. He introduced the legacy sponsorship program for the sports park and said Mr. Richard Sanders is acquiring sponsors for it. He also said the FY26 budget will be brought to the board in August.

Also, he said the CVB is taking over the Artificial Reef Program from the county and the job position has been posted. Mr. Rowe was also asked about the USS United States. He said it is still a work in progress. Permits are still an issue as well as the removal of the funnels. Mr. Rowe stated he has a meeting with Okaloosa to discuss moving forward. He was also asked to discuss the new beach access entrances. He stated that the first ten will be starting soon and will be located near Pier Park.

He discussed the sports park as well. He said the turf project has begun and the work has also started for the civil portion for the pickleball courts as well as the new parking lot.

VIII. CHAIRMAN'S REPORT

Mr. Pease thanked everyone for a great job for the 4th of July weekend.

IX. AUDIENCE PARTICIPATION

NONE

X. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary