

MOTIONS PASSED AT THE COMBINED BOARD MEETING, TUESDAY August 25, 2026

Approve July 14, 2026, Minutes

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

Approve Consent Agenda

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

Action Item A

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

Action Item B

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

Action Item C

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

Treasurer's Report

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

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

Tuesday, August 25, 2026

9:00 A.M.

Council Room, PCB City Hall

I. CALL MEETING TO ORDER

Chairman Johns called the meeting to order at 9:00 A.M.

II. ROLL CALL

Board Members:

Jason Branks

Will Fleming

Mike Jarman

Reggie Johns (Chairman)

Clair Pease

Andy Phillips

Ethan Register (Vice-Chair)

Josh Wakstein

Eight Members Present at the time of Roll Call. One Absent: Jeff DiBenedictis (Treasurer)

- A. Invocation- Pastor Farrah Petski, Student Pastor – Woodlawn Church
- B. Pledge of Allegiance-Chairman Johns
- C. Approve July 14th, 2026, Meeting Minutes

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

Motion passed unanimously.

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

NONE

IV. CONSENT AGENDA

Mr. Griffiths read the consent agenda into the record:

- A. Approve Addendum to the CVB/BDS Tourism Career Academics Expansion MOU Agreement
- B. Approve and recommend to the Bay County Board of County Commissioners the Destination PC Budget & Program of Work for FY 2027
- C. Approve and recommend to the Bay County Board of County Commissioners the Mexico Beach Budget & Program of Work for FY 2027

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

Motion passed unanimously.

V. ACTION ITEMS

- A. Discuss & Approve the purchase of the PCB Subsea Livestream Pier Camera System
Ms. Erin Graham, Coastal Resources Manager, discussed the pier underwater camera system. She discussed the research done for quality and price, timing from approval to completion, camera features and platforms it will be viewable. She answered questions from the board.

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

- B. Discuss & Approve FY 2027 Agreement for Marketing & Promotional Services presented by: PCB CVB CMO, Jayna Leach, Luckie, Taylor Rhodes, Account Director; Lou Hammond Group, Britt Chapman, President & Erin Murphy, Account Supervisor; Watauga Group, Sarah Rabin, Media Account Director
The agencies presented the FY2027 Marketing and PR plan.

Ms. Pease Moved; Seconded by Mr. Wakstein to approve
Motion passed unanimously.

- C. Discuss, Approve and recommend to the Bay County Board of County Commissioners the PCB CVB Budget & Program of Work FY 2027 and 2026 Contract between the CVB with Bay County for Marketing and Promotional Services

Mr. Griffiths presented the budget and program of work for FY2027.

Mr. Register Moved; Seconded by Ms. Pease to approve
Motion passed unanimously.

VI. SECRETARY/TREASURER'S REPORT

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

VII. CHAIRMAN'S REPORT

Mr. Johns stated that September 2026 meeting is cancelled.

VIII. PRESIDENT'S REPORT

Mr. Griffiths agreed that the September 2026 meeting is cancelled.

IX. ADJOURNMENT

Chairman Johns Adjourned the meeting

Respectfully submitted,
Sharon Cook, Recording Secretary