

**MOTIONS PASSED AT THE TDC/CVB COMBINED BOARD MEETING, Tuesday, January 16, 2024**

Approved Minutes **(TDC/CVB Action)**  
**Mr. Patronis / Mr. Phillips**

Approved 9<sup>th</sup> Board Member (Andy Phillips) **(TDC/CVB Action)**  
**Mr. Patronis / Mr. Johns**

Approved Chairman (Clair Pease) **(TDC/CVB Action)**  
**Mr. Phillips / Mr. DiBenedictis**

Approved Vice-Chair (Andy Phillips) **(TDC/CVB Action)**  
**Mr. Patronis / Mr. DiBenedictis**

Approved Treasurer (Yonnie Patronis) **(TDC/CVB Action)**  
**Mr. Phillips / Ms. Pease**

Approved Consent Agenda **(TDC & CVB Action)**  
**Ms. Pease /Mr. Walsingham**

Approved Action Item A **(TDC Action)**  
**Mr. Walsingham / Ms. Pease**

Approved Action Item B **(TDC Action)**  
**Mr. Casto/ Mr. Walsingham**

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

Tuesday, January 16, 2024

9:00 a.m.

Council Room, PCB City Hall

**I. CALL MEETING TO ORDER**

Chairman Chester called the meeting to order at 9:00 a.m.

**II. ROLL CALL**

Eight Members Present at time of Roll Call.

Ms. Pease arrived at 9:05 am

**A. Invocation**

Mr. Chester gave the Invocation.

**B. Pledge of Allegiance**

Mr. Chester led the Pledge of Allegiance.

**C. (TDC/CVB Action) Approve Oct 31 & Dec 12 2023 Minutes**

**(TDC/CVB Action) Mr. Patronis moved; Seconded by Mr. Phillips to approve the minutes.**

**Motion passed unanimously with eight members present. (Ms. Pease arrived at 9:05am)**

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

NONE

**IV. (TDC/CVB Action) Discuss and consider a recommendation to the Bay County Board of County Commissioners for the 9th member (collector's seat) of the Tourist Development Council for a term to expire on December 31, 2027. Mr. Phil Chester, Chair**

The board discussed the 9<sup>th</sup> member and asked Mr. Phillips to remain in place.

**Mr. Patronis Moved; Seconded by Mr. Johns for Mr. Phillips to remain as the 9<sup>th</sup> Member.**

**Motion passed unanimously, without Mr. Phillips voting for himself, with Seven Votes.**

**(Ms. Pease had not yet arrived)**

Election of Officers for CY 2024. Mr. Phil Chester, Chair

**(TDC/CVB Action) a. Chair**

The board discussed and decided Ms. Pease to be Chairperson.

**Mr. Phillips Moved; Seconded by Mr. DiBenedictis for Ms. Pease to act as Chairperson.**

**Motion passed unanimously with eight members present. (Ms. Pease had not yet arrived)**

**(TDC/CVB Action) b. Vice-Chair**

The board discussed and decided Mr. Phillips to be Vice-Chairperson.

**Mr. Patronis Moved; Seconded by Mr. DiBenedictis for Mr. Phillips to act as Vice-Chairperson.**

**Motion passed unanimously, without Mr. Phillips voting for himself, with Eight Votes.**

**(Ms. Pease arrived at 9:05am in time for the vote.)**

**(TDC/CVB Action) c. Secretary/Treasurer**

The board discussed and decided Mr. Patronis should remain as Secretary/Treasurer.

**Mr. Phillips Moved; Seconded by Ms. Pease for Mr. Patronis to remain as Sec/Treasurer.**

**Motion passed unanimously, without Mr. Patronis voting for himself, with Eight Votes.**

**V. CONSENT AGENDA**

**(TDC Action)** A. Approve and recommend for the Bay County Board of County Commissioners to reimburse the Bay County Sheriff's Office and the City of Panama City Beach Police Department for certain public safety expenditures related to increased tourism on Panama City Beach.

**(CVB Action)** B. Acknowledge Receipt of the 4th Quarter Financial Report FY23

**(TDC Action)** C. Acknowledge Receipt of the November 2023 Tourist Development Tax Collection

Mr. Rowe read the consent agenda into the record.

**Ms. Pease Moved; Seconded by Mr. Walsingham to approve**

**Motion passed unanimously with all nine members present.**

**VI. ACTION ITEMS**

**(TDC Action)** A. Approve a Recommendation to the Bay County Board of County Commissioners to Execute State FDEP Grant 22BA2 Amendment #1, Mr. Dan Rowe

Mr. Rowe stated that this will encumber 6.4m dollars state funds for the renourishment project for St Andrews State Park. This will pay us back for the work that has been done. This, in combination with the previously secured state funds of 11m dollars for the total project. The likelihood is when we get the final bill back from the Army Corps of Engineers, it will be less than the funds given by the state at which time we will return those funds back to the state. He stated that this project has been on time and under budget thanks to the work of Lisa Armbruster which renourishes the gulf side of St. Andrew's State Park for the first time. Our goal is to now be able to include that area in future renourishment projects with state funding.

**Mr. Walsingham Moved; Seconded by Ms. Pease to approve**

**Motion passed unanimously with all nine members present. (Ms. Pease arrived at 9:09am)**

**(TDC Action)** B. Approve a Recommendation to the Bay County Board of County Commissioners to Execute State FDEP Grant 24BA1, Mr. Dan Rowe

Mr. Rowe stated that this is for sand searches. He said locating appropriate quality sand is critical for renourishment projects. This grant provides that the state will provide funding for the sand search project and encumber those funds. Ms. Pease asked about the shell content. Mr. Rowe said that the shell extractors will continue to remove the shell but that the search priority is to find the best sand.

**Mr. Casto Moved; Seconded by Mr. Walsingham to approve**

**Motion passed unanimously with all nine members present. (Ms. Pease arrived at 9:09am)**

**VII. PRESENTATIONS**

A. Strategic Plan Update. Mr. Dan Rowe

Mr. Rowe gave a presentation updating the board on the strategic plan. He reviewed the four pillars of the plan and reinforce the things good things being done for the community. First, is economic vitality. He said that our role is to make sure PCB is a vibrant tourism community. He stated that all of our sales and marketing efforts work towards economic vitality. Also, operating the Publix Sports Park events as well as the development of the indoor sports center, are designed to strengthen and diversify our local economy.

The second pillar is environment sustainability and resiliency. This encompasses our beach renourishment projects which includes the protection of upland life and property. He stated that because of the renourishment projects done in years past, we have done well in heavy weather events. We have one of the largest renourishment areas in the state. Now we have been able to increase that area to include the state park. He stated that we worked with Mexico Beach after Hurricane Michael to secure state and federal funding to do a full beach renourishment project. The third pillar is community vibrancy. He stated that we are investing in our community such as public parks and workforce development initiatives with Bay Dist. Schools, Gulf Coast College, and FSU PC. Also, we invest in public safety up to 10% of funds 125 & 128 with this year's reimbursement close to 3m dollars. This will give us the ability to have a positive impact by keeping our residents and

visitors safe. For example, funding lifeguards and equipment for first responders. Also included is beach maintenance and beautification projects as well as support our community partners. The fourth pillar is industry leadership. This includes how we do business based on the guidance and leadership of our board. We have been able to do things that not many other DMO's have done because our board has set the bar very high, resulting in us being a leader in the industry.

Mr. Casto asked about the percent being maxed out regarding public safety. Mr. Rowe said that he is working with the county attorney to interpret the statute as it relates to time. The statute states that up to 10 percent of the collected TDT can be used for public safety but it doesn't state over what period of time. Mr. Rowe said that he will be bringing to the board at a future meeting to establish that time period. The annual excess collections are put into the budget for the following year and that expands year over year. This allows for additional funding for public safety if needed up to the point where the full 10 percent has been met over time. The difficulty is that the funding is done on a reimbursement basis so predicting future needs is hard to do. Mr. Rowe discussed the effort for lifeguarding last summer as an example.

Mr. Patronis said that Shell Island and St. Andrews Bay are huge tourism draws and valuable. He asked if we can consider renourishment funds getting involved in the opening of the east pass. Mr. Rowe said that there are several issues involved. Part is that because we are a federal beach and part of the beach management plan, the third cent is to be used exclusively for the Panama City Beach only. The nexus of the east pass to our TDT is something that will need to be looked into because it isn't part of our core project. Mr. Rowe discussed that the ACOE has done work on their own for the jetties without our funding involved. He said once the county comes back with more detailed information regarding the cost, we can look at the legality of the TDT funds being used for the east pass project and bring that information back to the CVB Board.

Mr. Sale said that the public safety funding has to be done on a reimbursement basis and it has to be used for something new that would not ordinarily, or historically, be done.

Mr. Rowe asked Mr. Sale for his comments regarding Shell Island renourishment. Mr. Sale said that if the will is there, we can either try to work within existing law, or local law. The third cent ordinance would need to be changed. The Corps agreement which outlines the project area is part of the ordinance that established the third cent. He said that the ordinance could be changed, but said that it would be very important to discuss with the Corps and that they agree. He also stated that the cost benefit ratio to include Shell Island isn't anywhere near the current area. Ms. Pease said that there are private home lots on Shell Island, and Mr. Sale pointed out that the county owns the roads there. Mr. Walsingham asked for Mr. Rowe to explain the TDC involvement in the St. Andrews School project. He said that DPC has leased the school to develop it into a cultural arts center which we will be able to market as an amenity to visitors.

**VIII. PRESIDENTS REPORT**

Mr. Rowe introduced two new staff members. He also recognized several awards, Public Sports Park and Chris O'Brien, CVB All star destination partner, and others.

He also stated the Mr. J. Michael Brown will be retiring at the end of the year.

**IX. Chairman's Report**

**NONE**

**X. AUDIENCE PARTICIPATION**

**NONE**

**XI. ADJOURNMENT**

Respectfully submitted,

Sharon Cook, Recording Secretary