

MOTIONS PASSED AT THE TDC/CVB COMBINED BOARD MEETING, Tuesday, February 13, 2024

Approved Consent Agenda **(TDC Action)**

Mr. Johns /Mr. Chester

Approved Action Item A **(CVB Action)**

Mr. Phillips / Mr. Johns

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

Tuesday, February 13, 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

Five Members Present at time of Roll Call.

Mr. Casto arrived at 9:05 am

Absent members were: Mr. Jensen, Mr. Patronis, and Mr. Walsingham

A. Invocation

Mr. Chester gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

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

NONE

IV. 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.

(TDC Action) B. Acknowledge Receipt of the December 2023 Tourist Development Tax Collection Report

Mr. Rowe read the consent agenda into the record and asked for a vote to approve.

**Mr. Johns Moved; Seconded by Mr. Chester to approve
Motion passed unanimously with five members present.**

V. PRESENTATIONS

A. 2023 Visitor Profile, Mr. Berkeley Young

Mr. Young reviewed the fourth quarter visitor reports and answered questions from the board.

B. Spring 2024 Marketing Campaign, Ms. Sarah Rabin, Ms. Kelsey Anderson

Ms. Rabin and Ms. Anderson presented the marketing campaign to the board. They answered questions by the board. Mr. Rowe added that American Airlines is planning non-stop service from Boston on Saturdays this summer. He pointed out that our marketing will be including that area in the campaign.

C. Deep STIM III Reef Deployment, Mr. J. Michael Brown

Mr. Brown discussed the artificial reef program, specifically the recent sinking of a ship for that purpose. He said that the cost for the sinking was shared between the PCB CVB and two other NW

Florida counties. He discussed the diving opportunities this brings. Mr. Rowe stated that our sign on the ship shows divers that Panama City Beach is investing in the diving community.

Mr. Brown answered questions from the board.

I. ACTION ITEM

(CVB Action) A. Discuss and consider for approval a funding request by Thunder Beach Productions for marketing and direct event expenses, Mr. Patrick Stewart

Mr. Stewart said the event support to be for direct marketing reimbursement not to exceed 75,000 dollars as well as direct event support of 75,000 including direct vendor payments. He asked the board to approve the total support of 150,000 dollars.

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

Motion passed unanimously with six members present. (Mr. Casto arrived at 9:05am)

VI. DISCUSSION ITEM

A. Mexico Beach Renourishment Project Update, Ms. Kimberly Shoaf and Mr. Dan Rowe

Ms. Shoaf reviewed the FDEP funding of approximately 9 million dollars as well as other grant funds, 5 million dollars grant for beach nourishment, from the state. The total for beach renourishment of approximately 22-23 million dollars.

Mr. Rowe answered questions from the board regarding the timing for the permit as well as the start of the project will not interfere with peak season. Mr. Rowe stated that he was able to successfully lobby the state for funds for Mexico Beach renourishment.

VII. PRESIDENTS REPORT

Mr. Rowe discussed how the CVB/TDC works to also enhance our community as well as tourist development. He stated that competitive conquering, taking visitors from other destinations, is a critical project that is always on regarding marketing.

VIII. Chairman's Report

Ms. Pease thanked everyone for the advertisement of the flag system. She also thanked Lisa Armbruster and Mr. Rowe for going the extra mile for sand for Mexico Beach. She also said that there have been meetings for spring break public safety with all branches of law enforcement. She said they are ready to protect the public and will not be allowing bad behavior.

IX. AUDIENCE PARTICIPATION

NONE

X. ADJOURNMENT

Respectfully submitted,

Sharon Cook, Recording Secretary