

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, May 14, 2024

Approved Minutes

Mr. Patronis / Mr. Walsingham

Approved Consent Agenda

Mr. Phillips /Mr. Patronis

Approved Action Item

Mr. Patronis / Mr. DiBenedictis

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

Tuesday, May 14, 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

Board Members:

Paul Casto

Vacant Seat

Jeff DiBenedictis

Mike Jansen

Reggie Johns

Yonnis Patronis (Treasurer)

Clair Pease (Chairman)

Andy Phillips (Vice Chair)

Gary Walsingham

Seven Members Present at time of Roll Call.

Mr. Jansen was absent

A. Invocation

Mr. Casto gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve Feb 13, 2024 Minutes

Mr. Patronis moved Seconded by Mr. Walsingham to approve the minutes.

Motion passed unanimously with Seven members present.

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

NONE

IV. CONSENT AGENDA

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)

B. Acknowledge Receipt of the March & April 2024 Tourist Development Tax Collection Report (CVB/TDC)

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

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

Motion passed unanimously with Seven members present.

TDC/CVB Combined Board Meeting

V. PRESENTATIONS

A Winter Quarter Visitor Profile and Economic Impact report, Mr. Berkeley Young (CVB)
Mr. Young presented the winter review and answered questions from the board. Mr. Rowe also discussed the effect of higher hotel inventory on the booking reports.

VI. ACTION ITEM

A. Panama City Beach Sports Complex Update, Mr. Dan Rowe and Mr. J Michael Brown (CVB)
Mr. Rowe and Mr. Brown discussed the new pouring rights sponsorship agreement with Coca-Cola as well as their expanded agreement for naming rights sponsorship of the future events center. Mr. Brown reviewed the agreements. It's a 10-year term for pouring and naming rights. Coke will be investing \$100k per year which will increase by \$100k per year once the events center opens. They have also committed to two events and are committed to supporting future events. Representatives from Coke spoke regarding the sponsorships and their commitment to support our community. Mr. Brown asked the board to approve the proposal and authorize to move forward on legal agreements and a transition plan. Mr. Rowe stated that part of the motion is to authorize him and legal council to negotiate the terms of the contract as outlined in the proposal. He stated that the county manager has approved the proposal as required for agreements over \$50,000, and no further approval from the county or other bodies is necessary.

Mr. Rowe clarified the motion:

That the board accept the terms of the Coca-Cola sponsorship agreements for pouring and naming rights for the sports complex with the term of 10 years and allow Mr. Rowe and legal counsel to negotiate the terms of the agreements consistent with the board's action taken today. He also stated Mr. Sale wanted the board to be aware that it is not approving a beach ball drop or airshow sponsorship in this motion.

**Mr Patronis Moved; Seconded by Mr. DiBenedictis to approve
Motion passed unanimously with Seven members present.**

VII. PRESIDENTS REPORT

Mr. Rowe discussed the sea turtle and shorebird nests that have been found. He said that marketing efforts are underway. He introduced Aaron Lee as the new VP of Administration. He also stated that the sports marketing team is now residing in the sports complex and are working well with sports management team to build business and revenues.

He said work has begun on the budget for next fiscal year and will meet with each board member to review. He said that he will be discussing a new beach flag system that has been championed by Chairman Pease. It is a light system verses flags and will require a change in legislation. He recommends the use of prior year unspent funds from public safety if this project is done. He stated that the new system is fully online so public safety officials can change all "flags" at the same time online. The board discussed the new system's potential use and how it would work.

Mr. Casto discussed lifeguards. Mr. Rowe said that the county would lead the legislation change. Mr. Sale said changing the legislation should not be a difficult change. Ms. Pease discussed the new potential system's benefits.

Mr. Rowe said that the annual amount allocated to public safety will not be changing and that the public safety funds used for this project would come from unspent funds from prior years. He said that the county's legal counsel reviewed the statute regarding the public safety funds and it does not state "per year" and that unspent funds that are set aside could be used to fund a capitol project. This will not lessen the amount provided to the city or county for lifeguards or other public safety expenditures related to increased tourism.

VIII. CHAIRMAN'S REPORT

Ms. Pease thanked Mr. Casto for his service on the board and welcomed the two new board members and mayor.

IX. AUDIENCE PARTICIPATION

Ben Rousa with Ironman thanked the board for their support as well as the CVB team.

Mr. Phillips stated that he has a lot of visitors asking about recycling. Mr. Rowe said that recycling has been attempted and failed in years past, but that he will bring this topic up with the city and county managers. The Coca-Cola representative stated he could bring someone to speak to the board about recycling.

X. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary