

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, June 11, 2024

Approved Consent Agenda
Mr. Patronis / Mr. Walsingham

Approved Action Item
Mr. Jarman / Mr. Walsingham

Approved Discussion Item
Mr. Walsingham / Mr. Jarman

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

Tuesday, June 11, 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:

Jeff DiBenedictis

Mike Jansen

Mike Jarman

Reggie Johns

Yonnis Patronis (Treasurer)

Clair Pease (Chairman)

Andy Phillips (Vice Chair)

Ethan Register

Gary Walsingham

Six Members Present at the time of Roll Call.

Mr. Jansen, Mr. Johns, and Mr. Phillips were absent

A. Invocation

Mr. Jarman 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

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

V. ACTION ITEM

A. Panama City Beaches and Mexico Beach Resolutions for FDEP State Beach Management Funding Assistance Program Funding Support 2025-2026 (TDC)

Mr. Rowe stated that the annual resolutions reminds DEP that we are very supportive of their work related to the beach management program statewide. It helps reinforce the fact that we receive state cost share from DEP for our projects. We do this every year, but it highlights the importance of beach renourishment to Bay County both with Panama City Beach and Mexico Beach. In the upcoming year, we will be asking for monies for monitoring our beach renouishment projects. The one already in place but also for the one for Mexico Beach in the Fall. We have received a grant from DEP, nine million dollars, for Mexico Beach in the past and they have allocated around six million for a new contract, and around 5 million from a HUD block grant. The project will cost around 24 million dollars in total and DEP indicates they are looking into adding grant funds to the project. This is a result of our continued partnership that these resolutions help to reinforce. He then asked to board to approve recommending these resolutions to the Board of County Commissioners to also approve.

**Mr. Jarman Moved; Seconded by Mr. Walsingham to approve
Motion passed unanimously with Six members present.**

VI. PRESENTATIONS

A. Marketing Update, Jayna Leach

Ms. Leach gave an update on the current and future marketing campaigns. She then answered questions from the board. They discussed the flag program marketing as well as the mobility access program marketing and how successful that program is and how it is marketed to the public. Ms. Pease discussed the new parks donation program and how it will benefit the local parks. Mr. Rowe stated that also benefiting is the dive community with the accessibility program.

B. Public Sports Park Update, Chris O'Brien, J Michael Brown, Marissa Guarneiri, and Joe Hanson

The sports team gave an update on changes to the park, the success of past events, and upcoming events. Also discussed was revenue, cost of goods, and gross profit. Mr. Brown discussed the sponsorships including Publix, who are increasing their contributions with building an activation area, "fan zone" that they can use as well as people attending to use as a shade structure. He discussed the new Coke pouring rights as well as other sponsorships such as a discount lodging program for tournament officials. He said they are finalizing the pouring rights contract with Coke and renew expiring sponsorships.

Mr. Rowe stated that last Fall, the board helped change the way we managed the sports park with the TDC handling the sales and marketing and SFC managing the operations. He said that the park is off it's final number by seven tenths of one percent. We are hitting our budget for the first time. He said the new organization of management is focused on expense control and revenue generation. Focus on local usage has been greatly beneficial. The new management organization has refined the operation and sales and closed the gap this year. The team has delivered and is a huge step forward which has changed the sports park in a positive way. They then answered questions by the board.

C. TDC Operations during gray sky events, Dan Rowe

Mr. Rowe discussed prep during storm events and our role during storm events. He said that we are the lead agency for ESF-18, which is an emergency support function. We have a specific area in the Emergency Operations Center which we will man during an activation. The ESF-18 role is focused on

business stabilization and recovery. It's our job to work with the private sector to make sure they have the resources needed to stand up their business after an event. We are also in a support role, ESF-14, which is public information. We will support the PIO for the county by communicating information to them. He encouraged the board to review our Continuity of Business Plan, which articulates how we will operate in the event of a storm. It also includes the sports park. We will be encouraging our partners to do the same. He also discussed the state disaster website which has been revamped and is much more user friendly. We have pushed this information out to our partners as well.

VII. DISCUSSION ITEMS

A. Update on Coca-Cola Event Center, Dan Rowe

Mr. Rowe stated that he and Mr. J Michael Brown are continuing to pursue Triumph Gulf Coast funds. The amount may be less than what was asked for but they continue to pursue the funds. He said the parking is an issue and needs to be amended with the architects. They will be able to expand it by taking field 13 and making another entrance into the sports park. Also, they will need to do a feasibility study in order to build pickleball courts. Mr. Rowe stated he is meeting with the county infrastructure officer to ensure he is getting the right price for the amendment.

Mr. Walsingham made the motion to approve the scope for and Mr. Rowe to pursue an amendment on the Indoor Sports Facility contract to expand the parking, add an entrance and do a feasibility study for pickleball courts up to and not to exceed \$253,000.

**Mr. Walsingham Moved; Seconded by Mr. Jarman to approve
Motion passed unanimously with Six members present.**

VIII. PRESIDENTS REPORT

Mr. Rowe stated that the county budget process has begun and that our landscaping maintenance contract will be going out to bid before the end of the fiscal year. The CVB budget has also begun and he will be bringing it back to the board. Mr. Rowe stated that he recommends an expansion to the Special Events and Marketing team. The Special Events team currently has two positions, but the events have grown tremendously, as has marketing efforts. He said that the current coordinator, Morgan Simo, is being promoted to Special Events Manager. He said a coordinator is needed to assist them in order to continue growing events.

IX. CHAIRMAN'S REPORT

Ms. Pease thanked the team's efforts with the flag system marketing.

X. AUDIENCE PARTICIPATION

XI. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary