

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Thursday, August 11, 2022**

Approve July 12, 2022 Minutes

**Mr. Griffiths/Ms. Pease**

Approved Consent Agenda

**Mr. Wilkes/Mr. Griffiths**

Approved Action Item A-1

**Mr. Phillips/Ms. Pease**

Approved Action Item A-2

**Mr. Griffiths/Ms. Pease**

Approved Action Item B

**Mr. Griffiths/Mr. Phillips**

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

Thursday, August 11, 2022

9:00 a.m.

Council Room, PCB City Hall

**I. CALL MEETING TO ORDER**

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

**II. ROLL CALL**

Seven Members Present

Two Members Absent:

Mr. Paul Casto

Mr. Yonnie Patronis

A. Invocation

Mr. Wilkes gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve July 12, 2022 Minutes

**Mr. Griffiths moved; seconded by Ms. Pease to approve the minutes.**

**Motion passed unanimously**

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

None

**IV. CONSENT AGENDA**

Mr. Rowe read the Consent Agenda into the record.

A. Approve Destination Panama City 2023 Budget & Program of Work

B. Approve Mexico Beach CDC FY 2023 Budget & Program of Work

C. Acknowledge Receipt of the June 2022 Tourist Development Tax Collection Report

D. Acknowledge Receipt of the June 2022 Quarterly Financial Report

**Mr. Wilkes moved; seconded by Mr. Griffiths**

**Motion passed unanimously.**

**V. PRESENTATIONS**

A. Review the FY 2022 Spring Quarterly Visitor Profile Report, Mr. Berkley Young

Mr. Young reviewed the Winter quarterly visitor report.

## **VI. ACTION ITEMS**

A. Cost Modification Approval for the Memorandum of Agreement between the Department of the Army and Bay County Florida for additional sand placement at St. Andrews State Park, Ms. Lisa Armbruster

Ms. Armbruster outlined the MOA for the project. She said the funding amount is the government estimate and is higher due to the volume increasing. This agreement is to transfer 21.3M to the COE with the funds coming back via grants. Mr. Griffiths asked if the 6M that is not currently covered by a grant will be able to be refunded via a grant after the project is complete. Ms. Armbruster said that it will be able to be recovered. Mr. Griffiths stated that he would like to speak to the State Representative for the State Parks to get more information about how to improve communication and assurances of the 6M being refunded. Ms. Pease asked about the project start time line. Ms. Armbruster said around October 2022. She also said the new borrow sites are being researched.

Mr. Rowe stated that the volume of sand is greatly higher than other projects. He also discussed the States urgency and ability to cover the 6M. Also, he said he would ensure the communication with the park officials will be ensured.

Mr. Rowe asked the board to amend their motion to include a motion, A-2, for MRD being the agency to monitor the project as they have done previously.

**Item A-1:** Cost Modification Approval for the Memorandum of Agreement between the Department of the Army and Bay County Florida for additional sand placement at St. Andrews State Park,

**Mr. Phillips moved; seconded by Ms. Pease**  
**Motion passed unanimously.**

**Item A-2:** Task order MRD to monitor the project.

**Mr. Griffiths moved; seconded by Ms. Pease**  
**Motion passed unanimously.**

B. Discuss and consider for approval the FY 2023 Panama City Beach CVB Budget and Program of Work, Mr. Dan Rowe

Mr. Rowe reviewed the FY23 budget and program of work. He highlighted the ESTO awards received as well as the focus on contributing to the community. He discussed the POW and the focus towards attaining those goals. He then reviewed each department. In Operations, he requests that Lisa Armbruster be given a 5% increase in monthly fees. In Marketing, a website overhaul and a new Billfish fishing event has been added. Also, international marketing is coming back and is included. Sales, partner engagement is a focus as well as group sales and adventure travel. Special Events, expanding Pirates Fest to include a Renaissance festival as well as purchasing our own float. Visitor Services, will have winter resident events again. Sports, our continuing sponsorship of Ironman races and future growth of new sports events. Publix Sports Park, capital replacement cycle will begin as maintenance needs are identified. Tourism Development, continue Chasing the Sun show and transition to on demand as well as YouTube channels. Also, the Indoor Sports Center moving forward with design as well as grant funding being pursued. He stated that a building will be added to the current outdoor sports park. Also, he said that the Aaron Bessant Amphitheater will have some maintenance work done as well as the Frank Brown Park exit area. Also, to possibly build a pavilion at Frank Brown that can be used as an entrance to the park. It can also be used for packaged alcohol sales during events. Also budgeted is a crowning project to keep the fields at Frank Brown Park tournament ready, and the See Life art project and improvements to the festival lawn and lighting. Also, the gateway landscape project is moving forward. Continuing funding for Mexico Beach until they reach pre-hurricane Michael revenue level is also included as well as the renovation of the current CVB office building.

Ms. Pease asked if the sports park will need a midyear budget amendment due to understated expenses. Mr. Rowe said that should not be needed as the budgeted expenditures and revenues are well estimated for this year. She then asked when the gateway landscape project will start. Mr. Rowe stated that progress is being made but do not yet know the exact start date. She asked if the City of PCB has a maintenance plan on the amphitheater. Mr. Rowe said Mr. Whitman has communicated that they are developing those plans to prevent future issues.

Ms. Pease thanked Mr. Rowe for getting the scholarship program up and running. Mr. Rowe said these scholarships are focused on tourism related programs at area schools and universities.

Mr. Phillip discussed the signage on Hwy 79. He stated that he sees people stopping to take pictures. He asked if there is an enhancement plan for it because of people stopping for pictures for social media and the like. Mr. Rowe stated that the Florida Department of Transportation will not allow the CVB to make enhancements. He also stated that there will not be a "Las Vegas" style sign as you come over the Hathaway bridge for people to stop at due to safety issues and DOT not allowing it. Mr. Rowe stated that Ms. Leach is developing a stackable "Real.Fun.Beach" large scale stackable sign that will be located at the Visitor's Center for visitor pictures and social media posts. Mr. Phillips then asked if the CVB can create an area for visitors to stop, park, and take pictures on the main highways. Mr. Rowe said no. He said he has addressed this with DOT many times and it was rejected. Mr. Phillips then asked about the Publix Sports Park sign being improved. Mr. Rowe said that the St. Joe company is in the process of that but he doesn't have information regarding timing.

Mr. Rowe asked for the motion and vote.

**Mr. Griffitts moved; seconded by Mr. Phillips**

**Motion passed unanimously with six members. (Ms. Pease had left the room at the time of the vote)**

#### **VII. PRESIDENTS REPORT**

Mr. Rowe announced that Ms. Leach is being promoted to Sr. Vice President/Chief Marketing Officer and announced Mr. Steve Bailey as the new Vice President of Sales. He stated that DPC is hiring LRC, Mr. Rowe's wife's company, and that he reviewed with legal council that there is no conflict of interest. He stated that he wanted to let the board know out of full transparency.

#### **VIII. CHAIRMAN'S REPORT**

Mr. Chester thanked staff for hard work and welcomed Steve Bailey on board.

#### **IX. AUDIENCE PARTICIPATION**

**NONE**

#### **X. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary