

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, February 14, 2023**

Approved Nov & Dec 2022, & Jan 2023 Minutes  
**Mr. Patronis/Ms. Pease**

Approved Consent Agenda  
**Ms. Pease/Mr. Wilkes**

Approved Action Item A  
**Ms. Pease/ Mr. Walsingham**

Approved Action Item B  
**Ms. Pease/Mr. Patronis**

Approved Waiver of Conflict  
**Ms. Pease/ Mr. Walsingham**

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

Tuesday, February 14, 2023

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**

Seven Members Present

Mr. Phillips Absent

(one Board position vacant)

A. Invocation

Mr. Wilkes gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve Nov. & Dec. 2022 & Jan., 2023 Minutes

**Mr. Patronis 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**

A. Acknowledge Receipt of the September 2022 Quarterly Financial Report

B. Acknowledge Receipt of the December 2022 Tourist Development Tax Collection Report

**Ms. Pease moved; seconded by Mr. Wilkes to approve the Consent Agenda.**

**Motion passed unanimously**

**V. ACTION ITEMS**

A. Approve Task Order 5 MRD Associates/Dewberry for the Panama City Beaches 2023 One-Year Post-Construction Monitoring Surveys

Ms. Lisa Armbruster reviewed the task order for MRD Assoc., & Dewberry that is required by the permit for Spring 2023.

**Ms. Pease moved; seconded by Mr. Walsingham to approve Action Item A.**

**Motion passed unanimously**

B. Approve Task Order 5 CPE/APTIM for the Panama City Beaches 2023 One-Year Post-Construction Coastal Engineering Analysis and Engineering Monitoring Report

Ms. Lisa Armbruster reviewed the task order for CPE & APTIM required by permit.

**Ms. Pease moved; seconded by Mr. Patronis to approve Action Item B.**

**Motion passed unanimously**

**VI. PRESENTATIONS**

A. Panama City Beaches Offshore Sand Source Desktop Study with Recommendations and Strategy for the Future, Lisa Armbruster, Sustainable Beaches, Tara Brenner, PG, PE, Quin Robertson, Ph.D., PG, Coastal Protection Engineering, and Beau Suthard, PG, APTIM

Ms. Armbruster discussed how they plan to move forward and encouraged the board to ask questions and give guidance on what is expected. Ms. Tara Brenner discussed the sand search investigation goals. She stated that finding sand borrow areas and having those areas permitted is necessary to be able to act quickly when a need arises. She also said that meeting state requirements for quality and performance. She said that environmental and permitting restrictions are high so finding those areas to borrow from is very important. She reviewed the currently permitted borrow areas and the amount of available sand to borrow from.

The desktop study was discussed including state requirements and the geology of the borrow areas. Also discussed, the fiber core technology being used to reduce the amount of shell content and the use of the extraction method to extract the shell content.

Board members asked questions and discussed the borrow areas and the process. Ms. Pease asked about using the sand that will come from opening the East Pass. Ms. Armbruster said they are working with the company on that project for that reason.

B. 2022 Annual Visitor Profile and Economic Impact Results, Berkeley Young

Mr. Young reviewed the 2022 Visitor profiles and data that drove business and the results that had on the local economy.

Mr. Young answered questions from the board members regarding the data discussed. Mr. Rowe also discussed the shoulder season's activities that have greatly increased visitation during those times. Ms. Leach answered marketing questions and discussed campaigns for the upcoming seasons. Mr. Rowe said that after the pandemic, we held 96 percent of visitation and revenue due to our marketing efforts and we are continuing to grow the shoulder seasons. He also said that once the road construction is finished, we can then address the light and land scaping with discussion starting now.

## VII. PRESIDENTS REPORT

Mr. Rowe stated that Ms. Pease, in her roll as a county commissioner, has been working on public outreach and public safety. Redesign of PCB Currents webpage to include QR codes to be able to access the flag system and Leave no Trace, as well as evacuation routes should a storm approach. Also, she has asked for the CVB to help bridge the need for a way for private partners to donate towards our parks for improvements. Mr. Rowe stated that he is having discussions with St Joe company regarding this issue.

Mr. Rowe also asked the board to vote on a Legal Waiver of Conflict because Mr. Sale's Firm represents the City of Panama City Beach as well as the TDC on the special events memorandum of understanding for both parties.

### Approve Waiver of Conflict

**Ms. Pease moved; seconded by Mr. Walsingham to approve.**

**Motion passed unanimously**

Mr. Rowe then discussed the large Instagram sign at the sports park has rust and other issues. He said Mr. Chester's company was the only one that submitted a bid, and he wanted to let them know that out of full transparency and in the public.

He thanked Mr. Moore for serving on the board and said that other collectors will be reviewed and appointed by the county.

He stated that the architects for the indoor sports center will be in the office and they are welcome to come meet with them by appointment.

Mr. Rowe discussed the Fun for All accessibility campaign as well as Mr. Bailey's work with the Adaptable Diver group. He said this is an example of our outreach effort that is growing. He discussed the artificial reef program as well. He said that the growth in our revenue has allowed the focus of our strategic plan on how to create new and current special events sponsorships. Those sponsorships transition to reimbursement of marketing costs.

He also discussed our support of Eco-Tourism projects such as the Econfina Creek kayak launch due to its relationship to Eco-Tourism. And that he will continue to support such projects with the boards support. The st Andrews school will be developed as a cultural arts center will help us address community needs as well as tourism.

Also, the gateway experience to increase visual appeal is being addressed. Areas have been identified and the project is currently out to bid. And, the type of signs that go over the roadway on Hwy 79 and the foot of the Hathaway bridge are being discussed.

He also stated that the board has approved for a large-scale installation outside of our building which will be a great place for social media pictures by visitors.

Mr. Walsingham asked if we were going to be involved with the artificial reef that will be done in the gulf between us and Destin. Mr. Rowe stated that we would partner with Okaloosa County on the short term, and will be focused on creating other opportunities for more local dive spots. He said that there is a discussion regarding creating a resort/dive spot within the bay.

**VIII. CHAIRMAN'S REPORT**

Mr. Chester said he submitted the necessary paperwork to the Supervisor of Elections for his company to do the work at the sports park.

He noted that the PCB Police Chief was present and asked if the board had any questions for him. Mr. Rowe stated that the CVB will be sponsoring a luncheon for the spring break meeting of law enforcement as part of our community appreciation for their work. This meeting will include law enforcement from other counties and states regarding PCB spring break. The chief thanked the CVB for their support.

**IX. AUDIENCE PARTICIPATION**  
**NONE**

**X. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary