

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, March 14, 2023

Approved Consent Agenda
Mr. Walsingham / Ms. Pease

Approved Strategic Plan
Mr. Walsingham / Mr. Patronis

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

Tuesday, March 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

Eight Members Present

Mr. Wilkes Absent

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

A. Acknowledge Receipt of the FY2023 1st Quarter Financial Statement

B. Approve Task Order 7 MRD Associates/Dewberry for the Mexico Beach Final Design, Plans and Specs, and Construction Bid Preparation for Initial Beach Restoration Project

C. Acknowledge Receipt of the January 2023 Tourist Development Tax Collection Report

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

Motion passed unanimously

V. PRESENTATIONS

A. FY 2022 Audit, Rich Moreira

Mr. Moreira gave a summary of the audit and reviewed the balance sheet and income statement. He stated no deficiencies were found.

B. Winter Season Recap, Dan Rowe

Mr. Rowe welcomed Mr. Johns to the board. He gave a summary of the winter programs and visitation. He praised Visitor Services for their work with winter residents, Barrie Ainslie and Dara Davis. He also read emails from visitors praising their work.

He discussed the marketing effort for the winter as well as growth in the future.

C. 2nd Quarter Media Plan Update, Jayna Leach

Ms. Leach discussed the marketing plan and media strategy.

VI. DISCUSSION ITEMS

A. Update to TDC Strategic Plan, Dan Rowe

Mr. Rowe discussed the updating of the current strategic plan to include decision making framework, product enhancement, and destination stewardship. This entails four pillars of stewardship: Economic vitality, Environmental sustainability and resiliency, Community Vibrancy, Industry Leadership. He gave an overview of the strategic plan that the board was given.

Mr. Walsingham moved; seconded by Mr. Patronis to approve the strategic plan.

Motion passed unanimously

VII. PRESIDENTS REPORT

Mr. Rowe welcomed Morgan Simo to the team.

VIII. CHAIRMAN'S REPORT

IX. AUDIENCE PARTICIPATION

One person spoke

X. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary