

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, May 24, 2022

Approve Feb 25, 2022, March 08, 2022, and March 18, 2022 Minutes
Mr. Patronis/Ms. Pease

Approved Consent Agenda
Mr. Phillips/Mr. Griffitts

Approve Mexico Beach & PCB FDEP Annual Funding Request Resolutions
Ms. Pease/Mr. Griffitts

Approve TDC draft a letter to the county to request more dog beaches
Mr. Phillips/Mr. Griffitts

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

Tuesday, May 24, 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 with two Absent:

Buddy Wilkes

Gary Walsingham

A. Invocation

Mr. Chester gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve Feb 25, 2022, March 08, 2022, and March 18, 2022 Minutes

Mr. Patronis moved; seconded by Ms. Pease to approve

Motion passed with unanimous vote

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 Acknowledge Receipt of the March 2022 Tourist Development Tax Collection Report

B. Acknowledge Receipt of the March Quarterly Financial Report

Mr. Phillips moved; seconded by Mr. Griffiths to approve the Consent Agenda.

Motion passed with unanimous vote.

V. PRESENTATIONS

A. Review the FY2021 Financial Audit, Mr. Rich Moreia

Mr. Moreia reviewed the audit report for FY2021. The findings for the fraud that occurred at the sports park were given with their recommendations. He also gave the management response with actions that were implemented to ensure against future fraud attempts by employees. Mr. Rowe stated that the CVB was made whole from the fraud via the insurance. Also, point of sale systems have been changed to ensure against fraud. Mr. Patronis said the sports park handled the follow up very well. Mr. Sale pointed out that the fraud was conducted by a non-CVB employee, it was the management company's employee.

VI. ACTION ITEMS

A. Approve Mexico Beach & PCB FDEP Annual Funding Request Resolutions, Mr. Dan Rowe

TDC/CVB Combined Board Meeting

Mr. Rowe discussed the approval of the FDEP Funding request and asked the board to approve and send to the county for further approval. This supports the annual funding request each year.

Ms. Pease moved; Seconded by Mr. Griffiths to approve the annual funding request resolutions.

Motion passed with unanimous vote.

VII. DISCUSSION ITEMS

A. Public Safety Funding Update, Ms. Charlene Honnen

Ms. Honnen discussed this year's funding for public safety.

She reviewed that the public safety funding began with the allocation of 10 percent of the first two cents of the bed tax. That amount was later increased to the 4 and 5th cent. She stated that excess collections have not been included in the past, however this year the excess collections from prior fiscal year would be included. Mr. Rowe stated that this allows the board to spend up to 10 percent of the excess collections as realized post audit and added to the budget.

Ms. Pease asked for the split to the municipalities and Ms. Honnen said 50% to the City of PCB, 25% to Bay County, and 25% to the Sheriff.

Mr. Rowe said that he has reached out to the city and the county as per Mr. Phillips request regarding spending for the safety of the sandy beach. The first request was received and paid which came from the county for emergency equipment. Mr. Phillips asked about equipment being placed in the vendor huts. Mr. Rowe stated that the public safety officials have not requested funds for that use, however he would reach out to the public safety officials regarding that spending. Ms. Pease stated that vendors have agreed to have space for that equipment. Mr. Griffiths stated that we shouldn't do anything that could cause civilians to become rescuers. Mr. Rowe stated that public safety officials are monitoring and ticketing for double red flag offenders. He also discussed the cameras and inferred equipment that has been purchased and is being used.

Mr. Patronis discussed the number of plastic balloons off shore in the gulf and the effect of them on the wildlife. Mr. Rowe stated that state legislation is responsible for initiation such action.

B. Workforce Development/Education Initiative, Mr. Dan Rowe

Mr. Rowe discussed the importance of education in the tourism industry to the local economy. He discussed the scholarship program to support those programs which would in turn increase the service level locally. These initiatives will create a level of service which would cause PCB to set itself apart from its competitors and can market as such. Mr. Phillips asked how to retain said students locally. Mr. Rowe stated that research shows over 70 percent of students remain local. Mr. Sale stated that the immediate effect of these initiatives is the marketing of the local area as a high service destination. Mr. Rowe also said that these funds can be used to leverage additional funds as a match. Mr. Patronis asked if a forgivable loan program could be considered. Mr. Rowe stated that the accounting of such a program wouldn't be feasible. Mr. Patronis said he would like to look into incentive programs to keep students local. Mr. Rowe said this program is being written to encourage local retainment. Mr. Rowe stated that he will prepare information to bring back to the board to show a deeper level of the program such as cost and logistics. Mr. Griffiths stated that this program is unique and care should be taken so the bed tax usage isn't questioned. Mr. Rowe said this program will be done well within the statutes and all legal avenues will be examined.

C. Fun for All Campaign, Ms. Jayna Leach

Ms. Leach gave a summary of the marketing efforts from the spring as well as future efforts. She discussed the need for accessible beaches for people with all degrees of mobility problems and that PCB has been named a top destination for that.

Mr. Patronis asked that the TDC draft a letter to the county to request more dog beaches. Mr. Rowe agreed.

Mr. Phillips moved; Seconded by Mr. Griffiths to send a letter to the county asking for more dog beach access.

Motion passed with unanimous vote.

D. Special Events Update, Mr. Richard Sanders

Mr. Sanders summarized past events as well as creating events to give a family atmosphere to spring break. He discussed the effect of Hurricane Michael then Covid on events over the last three years. He discussed the events returning in 2022. The success of the Seabreeze Jazz and Jeep Jam in the spring was amazing. He also discussed the events that the CVB supports and that staff attends and takes ownership of those events. He also updated the sports events for the rest of the year at the sports park. Mr. Rowe reviewed the newest events that brought people from all over the country.

VIII. PRESIDENTS REPORT

Mr. Rowe recognized Ms. Stewart being promoted to Director of IA Marketing.

IX. CHAIRMAN'S REPORT

Mr. Bailey asked about being prepared for storm season. Mr. Rowe said that we work closely with the EM preparedness systems and training. Also, private social media accounts for staff only, as well as for local businesses and partners, where we push out storm event information pre and post storm events.

X. AUDIENCE PARTICIPATION
NONE

XI. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary