

**MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, October 11, 2022**

Approved Consent Agenda  
**Mr. Patronis/Mr. Griffitts**

Approved Purchase via Public Safety Funds  
**Mr. Griffitts/Ms. Pease**

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

Tuesday, October 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**

Six Members Present

Three Absent: Mr. Casto, Mr. Jansen and Mr. Wilkes

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**

Mr. Rowe read the Consent Agenda into the record.

A. Acknowledge Receipt of the August 2022 Tourist Development Tax Collection Report

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

**Motion passed unanimously**

**V. PRESENTATIONS**

A. Sales Update, Mr. Steve Bailey

Mr. Bailey gave a recap of the focus since he started in the Sales VP position. He discussed the goals and objectives of the Sales Department for FY23. He introduced the members of the Ambassador Program which joins local business partners as a team to promote events and the destination. He also discussed target markets including corporate incentive travel and group travel. Ms. Adami discussed the recent conference that Sales hosted, "Going on Faith". This was a very successful group conference. Mr. Bailey gave a summary of the success of that event. The Board discussed with Mr. Bailey about growing the Scuba Diving market. He stated that he had recently held a meeting with the local dive shops and are looking into growing that market. Mr. Rowe added that the CVB has been involved in the discussions with the sinking of ships for the artificial reefs.

Mr. Rowe also discussed that the international vacation rental management companies are coming back.

**VI. PRESIDENTS REPORT**

Mr. Rowe discussed the Pirates Fest and Renaissance event. He stated the event was a great success. He also said that the location was close to the area where the pavilion will be built.

He then discussed that Mr. Sanders will be transitioning out of his current position as he nears retirement.

In doing so, Mr. Rowe announced the promotion of Patrick Stewart to Director of Special Events.

He thanked Mr. Griffiths for his service on the board as he is relinquishing he position to run for state office.

Mr. Rowe also gave an update of the beach renouishment project.

He also stated that the Visitor Information desk at the airport will be taken over by ECP. This was decided due to the fact the desk better serves the airport verses tourism promotion.

**VII. CHAIRMAN'S REPORT**

Mr. Chester thanked Mr. Griffiths for his service on the board. He encouraged the new Ambassadors to attend the CVB/TDC meetings.

Mr. Griffiths discussed the Sheriffs need for a new helicopter. He stated that the State of Florida will be funding the purchase, but it may take time. He asked the CVB to fund the purchase via the public safety funds with Bay County reimbursing the CVB when the state funding is received. Mr. Rowe said that this can be done via the public safety funds without doing it as a reimbursement. It can be done from the 10 percent public safety funds and he will change the allocation of the funds from other areas.

Mr. Sale asked the board to give staff the authority to fund the purchase legally and as agreed upon by all concerned parties.

**Mr. Griffiths moved; seconded by Ms. Pease**

**Motion passed unanimously**

**VIII. AUDIENCE PARTICIPATION**

**NONE**

**IX. ADJOURNMENT**

Respectfully submitted,  
Sharon Cook, Recording Secretary