

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, September 12, 2023

Approved Consent Agenda
Ms. Pease / Mr. Casto

Approved Action Item B
Ms. Pease / Mr. Patronis

Approved Action Item C
Ms. Pease / Mr. Wilkes

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

Tuesday, September 12, 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. Phillips was Absent

A. Invocation

Mr. Wilkes 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. Approve Employee Handbook Edits to Add Information Systems Policy & Deletion of Health/Dental Benefits to Retirees

B. Acknowledge Receipt of the July 2023 Tourist Development Tax Collection Report

Mr. Rowe read the consent agenda into the record.

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

Motion passed unanimously

V. ACTION ITEMS

A. Discuss and Consider for Approval, Purchasing Policy Update, Charlene Honnen

Action Item A Pulled From the Agenda by Chairman Chester

B. Discuss and Consider for Approval, FY 2024 CVB & PSP Budget Updates, Charlene Honnen & Richard Sanders

Ms. Honnen discussed the need for addition allocation of 350,000 dollars for the operating budget of the PSP in planning and improvements and unanticipated expenses contingency to be added to the budget.

Mr. Sanders also discussed the need for the contingency due to the very unique machinery used at the sports park that needs repair now and in the future. Also needed is additional bleachers, as well the use of one field as Pete Edwards field causing other expenses. He discussed the need of a multiuse bobcat tractor to save time and money in the maintenance of the park. He also discussed the modification to the concession building to improve service and efficiency. He said extending the

PA system to be heard through out the park is needed. He also discussed the need for the hail screen and other screening and fencing.

Ms. Pease asked about the score boards. Mr. Sanders said some clients use a score keeper and some the score board.

Ms. Pease also asked about the live streaming and additional signage about live streaming. Mr. Sanders said live streaming could be a revenue stream as long as it's a benefit to all involved. He said it is a work in progress and they are monitoring the success of live streaming.

She asked if enhancements for heat such as misters are being looked into. Mr. Sanders said they are definitely looking into it with things like shade structures and cooling stations.

Mr. Patronis discussed how teams want to use the PSP verses Frank Brown Park because it is such a great place to play. Mr. Sanders agreed and spoke to the advantage of artificial turf.

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

Motion passed unanimously

C. Discuss and Consider for Approval, the FY 2024 Marketing Plan, Jayna Leach, Kelsey Anderson with Luckie Co., Melonie Strum with Watauga, and Gina Stouffer with LHG

Ms. Leach introduced the agencies and Ms. Chapman who reviewed the FY24 PR campaign.

Next Ms. Stouffer also discussed the strategic plan workshop and how they transformed the campaign to align with the CVB Strategic Plan.

Next, Ms. Leach introduced Ms. Sturm and Ms. Rabin to present the FY24 Media Plan. Ms. Sturm reviewed the media campaign for the next year. Ms. Rabin discussed new media partners who will add to the success of the campaign.

Mr. Patronis discussed the agencies reaching out to TV and Radio personalities who are known to come to PCB on a regular basis. He also spoke about focusing on snapper season because it is such a large draw for tourists. Ms. Pease discussed highlighting the two fishing tournaments that take place. She also suggesting to focus more on fishing as it is a large asset for visitors.

Ms. Leach introduced Ms. Anderson to discuss the Marketing Plan. Ms. Anderson discussed the marketing campaigns and the outlets being used.

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

Motion passed unanimously

VI. PRESIDENTS REPORT-Mr. Rowe was unable to attend, Ms. Leach acted in his place-

Ms. Leach said discussed the Governor's Conference Awards and Flagler Awards that the Marketing and PR team won. She also shared that Patrick Stewart and Mr. Rowe spoke at conferences this year. She then thanked Mr. Wilkes for his support and good luck in retirement.

VII. CHAIRMAN'S REPORT

NONE

VIII. AUDIENCE PARTICIPATION

NONE

IX. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary