

MOTIONS PASSED AT THE COMBINED BOARD MEETING, Tuesday, September 21, 2022

Approve April 2022 and August 2022 Minutes

Ms. Pease/Mr. Chester

Approved Consent Agenda

Ms. Pease/Mr. Walsingham

Approved Action Item A

Mr. Walsingham / Ms. Pease

Approved Action Item B

Ms. Pease/Mr. Walsingham

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

Tuesday, September 21, 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

Five Members Present

Four Absent: Mr. Casto, Mr. Griffiths, Mr. Phillips, and Mr. Wilkes

A. Invocation

Mr. Chester gave the Invocation.

B. Pledge of Allegiance

Ms. Pease led the Pledge of Allegiance.

C. Approve April 2022 and August 2022 Minutes

Ms. Pease moved; seconded by Mr. Chester to approve the minutes

Motion passed unanimously

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 July 2022 Tourist Development Tax Collection Report

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

Motion passed unanimously

V. ACTION ITEMS

A. Discuss and consider for approval RFQ 22-65 winning bid, Lose Design, to provide design services for the SABRE Center Project, Mr. Dan Rowe.

Mr. Rowe stated this is for the non-FEMA related construction at the sports complex. And, as requested by the TDC Board, the BOCC approved Lose Design for the FEMA related construction. Mr. Rowe then asked the board to accept the recommendation from selection committee of the overall ranking which makes Lose Design the highest-ranking vendor. This would mean the same design company would be doing the entire project.

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

Motion passed unanimously

B. Discuss and consider for approval the FY 2023 CVB/TDC Public Relations and Marketing/Media Plan, Ms. Jayna Leach, Ms. Gina Stouffer (LHG), Ms. Melonie Sturm, (Watauga) and Ms. Kelsey Anderson (Luckie).

Ms. Leach introduced the staff and team involved and asked several of them to give a review of the FY2023 PR and Marketing media plan.

Mr. Rowe highlighted that LHG Agency was instrumental during the aftermath of Hurricane Michael. Their support and guidance was a major factor in the success of telling our story post storm.

LHG, Watauga, and Luckie staff gave a summary of their plans for this year as well as new initiatives and remaining flexible with digital media.

The board discussed the aspects of the PR and Marketing plan. Mr. Rowe discussed the concept of “Competitive Conquesting” and how it is being intergraded as part of this year’s strategy.

Ms. Leach then asked for a motion to approve the FY2023 plans.

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

VI. PRESIDENTS REPORT

Mr. Rowe updated the board on his recent medical absence and praised the CVB staff for not missing a beat while he was out. He also stated that the FY23 Budgets and Programs of Work were all approved by the BOCC. He also said that included in the budget is Instagramable locations around the destination as well as a greater social media presence.

**VII. CHAIRMAN’S REPORT
NONE**

**VIII. AUDIENCE PARTICIPATION
NONE**

IX. ADJOURNMENT

Respectfully submitted,
Sharon Cook, Recording Secretary