

MOTIONS PASSED AT THE COMBINED BOARD MEETING MARCH 13, 2017

1. Approved the Combined Board Meeting minutes from January 19, 2017 Walsingham/Pease #00:01:34
2. Approved the Consent Agenda, Item B, CB&I Coastal Planning & Engineering invoice #281206-RI-00636 in the amount of \$4,916.65, and invoice #291924-RI-00636 in the amount of \$4,916.65; and Dewberry Engineers, Inc. invoice #1401902 in the amount of \$405.00; Item C, Fields Inc. Change Order Number 1.1 Revised March 30, 2016 in the amount of \$9,880.00; Certification & Application No. 9 in the amount of \$132,202.80; Certification & Application No. 12 in the amount of \$16,349.98; Certification & Application No. 13 in the amount of \$92,224.92; Item D, Sports Fields, Inc. Certification & Applications No. 6, Task Order 14, in the amount of \$146,459.00; Item E, Anchor CEI invoice #62 in the amount of \$24,913.75, and invoice #71 in the amount of \$20,632.80; and Item F, the 2017 Turtle Monitoring Proposal with St. Andrew Bay Resource Management Association Phillips/Walsingham #00:20:09
3. Approved the 2017 marketing campaign as presented by Luckie & Company Wilkes/Pease #00:41:52
4. Approved the Request for Proposals for Construction of the Sports Park Phillips/Walsingham #00:43:08/#00:59:40

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

Monday, March 13, 2017

9:00 a.m.

Council Room, PCB City Hall

Board Members Present:

Philip Griffiths, Jr., Chairman
Andy Phillips, Vice Chairman
David Chapman
Phil Chester

Clair Pease
Mike Thomas
Gary Walsingham
Buddy Wilkes

Board Members Absent:

Yonnie Patronis

Staff Present: Dan Rowe, Jayna Leach, David Demarest, Michaellean Stewart, J. Michael Brown, Richard Sanders, Chris O'Brien, Patrick Stewart, Barrie Ainslie, Tracy Rudhall, Marcia Bush, Doug Sale, Legal Counsel.

Others Present: Charlene Honnen, Tyler Miller, Julie Gordon, Mary Winslow, Kristin Layman, Brad White (Luckie & Company), Jack Bishop, John Dunaway, Josie Strange, Josie Ferraioli, Elizabeth Moore, Tom Putnam, Holly Melzner.

I. CALL MEETING TO ORDER

Chairman Philip Griffiths, Jr. called the meeting to order at 9:00 a.m.

II. ROLL CALL

There were eight members present, and one member absent.

A. Invocation

Mr. Wilkes gave the Invocation.

B. Pledge of Allegiance

Mr. Phillips led the Pledge of Allegiance.

C. Approve Minutes From January 19, 2017

Mr. Walsingham moved, seconded by Ms. Pease, to approve the Combined Board Meeting minutes from January 19, 2017. Motion passed by the following unanimous vote:

<i>Mr. Walsingham</i>	<i>Yes</i>	<i>Mr. Phillips</i>	<i>Yes</i>
<i>Ms. Pease</i>	<i>Yes</i>	<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Chapman</i>	<i>Yes</i>	<i>Mr. Wilkes</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>	<i>Mr. Griffiths</i>	<i>Yes</i>

III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)

None.

IV. UPDATE ON TOURIST DEVELOPMENT TAX COLLECTIONS, Ms. Charlene Honnen, Tourist Development Tax Specialist

Ms. Charlene Honnen, tourist development tax specialist, reported the January 2017 collections for Panama City Beach were up 4.16% over the same period in 2016, and year-to-date collections are up 15.74%; collections for Panama City for January 2017 were down 10% from the same period in 2016, and year-to-date collections are up 7.05%; and collections for Mexico Beach for January 2017 were up 6.49% over the same period in 2016, and year-to-date collections are up 18.17%. Ms. Honnen explained the value of one cent reports, which are provided on an accrual basis (earned rather than received). She added that December numbers represent disclosures, enforcement, auditing, etc. She stated that she and management are reviewing the reporting for December for better understanding by the Board. She then reviewed the schedule of allocations report, and the January 2017 reports based on the percentage of gross receipts. She reviewed the chart regarding units reporting, the related revenues, the seasonal chart, and the enhanced data reports (units/revenue). She added that she is working on an AirBnB audit this year (they are only collecting state sales tax). Ms. Honnen introduced a new staff member, Mr. Tyler Miller, who will be focused on the day-to-day enforcement and collection work. There was discussion regarding the enforcement efforts.

V. CONSENT AGENDA

Mr. Rowe read the Consent Agenda into the record, pulling the December 31, 2016 CVB/TDC financial statements due to an error. They will be presented at the next meeting.

- A. FINANCIAL STATEMENTS – Approve CVB/TDC Financial Statements Dated December 31, 2016
- B. BEACH NOURISHMENT – Approve CB&I Coastal Planning & Engineering Invoice #281206-RI-00636 and Invoice #291924-RI-00636; and Dewberry Engineers, Inc. Invoice #1401902
- C. SPORTS FACILITIES/FRANK BROWN PARK – Approve Fields, Inc. Change Order Number 1.1 Revised Dated March 30, 2016; Certification & Application No. 9; Certification & Application No. 12; Certification & Application No. 13 (Frank Brown Park Improvements)
- D. SPORTS FACILITIES/SPORTS PARK – Approve Sports Fields, Inc. Certification & Application No. 6, Task Order 14, Sports Park
- E. SPORTS FACILITIES PROJECT MANAGEMENT – Approve Anchor CEI Invoices #62 and Invoice #71
- F. 2017 TURTLE MONITORING PROPOSAL – Approve 2017 Turtle Monitoring Proposal with St. Andrew Bay Resource Management Association

Mr. Phillips moved, seconded by Mr. Walsingham, that the Board approves the Consent Agenda, Item B, CB&I Coastal Planning & Engineering invoice #281206-RI-00636 in the amount of four thousand nine hundred sixteen dollars and sixty-five cents (\$4,916.65), and invoice #291924-RI-00636 in the amount of four thousand nine hundred sixteen dollars and sixty-five cents (\$4,916.65); and Dewberry Engineers, Inc. invoice #1401902 in the amount of four hundred five dollars (\$405.00); Item C, Fields Inc. Change Order Number 1.1 Revised March 30, 2016 in the amount of nine thousand eight hundred eighty dollars and no cents (\$9,880.00); Certification & Application No. 9 in the amount of one hundred thirty-two two hundred two dollars and eighty cents (\$132,202.80); Certification & Application No. 12 in the amount of sixteen thousand three hundred forty-nine dollars and ninety-eight cents (\$16,349.98); Certification & Application No. 13 in the amount of ninety-two thousand two hundred twenty-four dollars and seventeen cents (\$92,224.92); Item D, Sports Fields, Inc. Certification & Applications No. 6, Task Order 14, in the amount of one hundred forty-six thousand four hundred fifty-nine dollars and no cents (\$146,459.00); Item E, Anchor CEI invoice #62 in the amount of twenty-four thousand nine hundred thirteen dollars and seventy-five cents (\$24,913.75), and invoice #71 in the amount of twenty thousand six hundred thirty-two dollars and eighty cents (\$20,632.80); and Item F, the 2017 Turtle Monitoring Proposal with St. Andrew Bay Resource Management Association. Motion passed by the following unanimous vote:

<i>Mr. Phillips</i>	<i>Yes</i>	<i>Ms. Pease</i>	<i>Yes</i>
<i>Mr. Walsingham</i>	<i>Yes</i>	<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Chapman</i>	<i>Yes</i>	<i>Mr. Wilkes</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>	<i>Mr. Griffiths</i>	<i>Yes</i>

VI. BOARD ACTION ITEMS

- A. Discuss and Consider for Approval Creative Direction, Mrs. Jayna Leach, VP of Marketing; Ms. Kristin Layman and Mr. Brad White, Luckie & Company

Mrs. Jayna Leach, VP of Marketing, stated that the Board had discussed the strategic framework as well as dynamic segmentations. The goal is to always have the right message at the right time to the right person. Mrs. Leach stated today's presentation was about the right message. She stated that staff have been collaborating with the agency regarding new creative concepts. She added that the Spring campaign kicked off in January. Ms. Mary Winslow, Luckie & Company, reported that they would be sharing some highlights from the campaign and present the creative direction going forward.

Ms. Kristin Layman, Luckie & Company, presented some high level media highlights. To date, there have been 13.5 million impressions and 23,000 clicks to visitpanamacitybeach.com. Digital has had 1.2 million completions and 300,000 user engagements on Facebook and Instagram. The agency launched something new for Panama City Beach which is Conto Box, which is performing at 300% over industry average. The click-through rate is double in the tourism industry. She then showed an example of the Conto Box (interactive digital).

Ms. Winslow stated the agency has been working closely with staff to understand to bring the dynamic segmentation to life. She stated that the strategy is for people to have a sense of belonging here, and that the people coming to the destination consider it "their beach," and they can make it their own.

Mr. Brad White, Luckie & Company, then presented the creative concept for this year, "Make It Yours." The concept will address the market segments of "Family/Beach," "Eco-Tourism," "Adrenaline," and "Laid Back/Romance." Mr. White stated that a lot of existing assets can be used in this campaign. He added that the agency will test these groups to determine what is drawing people to the destination. He discussed the control group and theme/segment by the time of the year. The agency proposes to create a unique musical track that can fill a variety of needs that supports the "Make It Yours" concept. Mr. White then discussed website integration. The site would offer four ways to experience Panama City Beach, and each would have a standard video, a VR/360 video, and links to all of the activities that represent that direction. He discussed the option for visitors to the website to take a traveler quiz in order to collect data for future marketing. Additionally, there will be an option to make a video that can be shared with family/friends. A tool will be created on the website to personalize a video. Mr. White then discussed various digital executions. Mr. White stated that the agency is experimenting with and in talks with production companies to create 360 video experiences. He added that with a 360 camera, events can be recorded as they happen in 360, and that can be broadcast live or put into content later, as well as using with influencers, as well as creating sports films to promote the sports facilities. The Board had discussion regarding the quiz and 360 video cameras. Mr. White then reviewed the timeline (production, airing, etc.).

Mr. Wilkes moved, seconded by Ms. Pease, that the Board approves the 2017 marketing campaign as presented by Luckie & Company. Motion passed by the following unanimous vote:

<i>Mr. Wilkes</i>	<i>Yes</i>	<i>Mr. Phillips</i>	<i>Yes</i>
<i>Ms. Pease</i>	<i>Yes</i>	<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Chapman</i>	<i>Yes</i>	<i>Mr. Walsingham</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>	<i>Mr. Griffitts</i>	<i>Yes</i>

- B. Discuss and Consider for Approval Sports Park Construction RFP, Mrs. Elizabeth Moore, Anchor CEI; Mr. Doug Sale, Legal Counsel

Mrs. Elizabeth Moore, Anchor CEI, provided an update on the sports park. She stated the Board had received the request for proposals (RFP) for construction and Anchor CEI is ready to advertise it. The RFP is a result of a lot of

work between CVB staff, County staff, and Anchor CEI. Mrs. Moore requested the Board to consider advertising the RFP.

Mr. Phillips moved, seconded by Mr. Walsingham, that the Board approves the Request for Proposals for Construction of the Sports Park.

Mr. Chapman asked why there were so many steps in the RFP process. He also asked if the Board would rank the firms based on qualifications. Mr. Sale stated that the process is set up in two stages as that was the policy direction that was given to emphasize more than typically would. The request for statements of qualifications of these firms results in an enormous amount of information requested to qualify the firms. Once through that process, and ranked based on the qualifications, then the procedure shifts to a financial one. The Board then has the opportunity to weigh qualifications and cost to decide the best mix. He added it was a sophisticated approach. Mr. Sale stated this process avoids having to go through the process twice. Another tier of complication is there are alternatives in this job that will need to be evaluated by the Board once receiving the bids back. The policy direction was given by the County as it is ultimately the County's RFP/Q. Mr. Chapman clarified that the Board will score technical qualifications of the responsive bidders; they will also have a price proposal attached; that the technical score will be divided into the price to determine the short list. Mr. Sale stated that was correct. Mr. Sale stated that qualifications will be opened and given to each member of the Board to rank individually. At that point, each score will be divided into the price. That adjusted price was at the request of the County to level the process, which gives a consideration to the price element at the beginning. The three firms with the best score (lowest score) may be invited to interview. The Board would then make a recommendation to the Board of County Commissioners. The Board is not bound to recommend the lowest score; however, must disclose up front why not recommending the lowest score. The ranking and preference will be sent to the Board of County Commissioners. Mr. Phillips stated that he wanted input along with the experts that have been hired on the development of this project. There was further discussion about the process.

Motion passed by the following vote:

<i>Mr. Phillips</i>	<i>Yes</i>	<i>Ms. Pease</i>	<i>Yes</i>
<i>Mr. Walsingham</i>	<i>Yes</i>	<i>Mr. Thomas</i>	<i>Yes</i>
<i>Mr. Chapman</i>	<i>No</i>	<i>Mr. Wilkes</i>	<i>Yes</i>
<i>Mr. Chester</i>	<i>Yes</i>	<i>Mr. Griffitts</i>	<i>Yes</i>

VII. PRESIDENT'S REPORT

Mr. Rowe reported that the Request for Qualifications for the management of the sports park will be reviewed and will be scored by all members of the Board. The submissions are due back on March 29, 2017. Mr. Rowe reported that the mobilization for the beach renourishment project should begin within the next few days. The project will begin at the County Pier on March 26, 2017; the City Pier on April 1, 2017; Pinnacle Port on April 2, 2017; and Treasure Island on April 12, 2017. Up to three dredges will be used for the project. Mr. Rowe reported that Tuesday, March 14, 2017 is Tourism Day at the Capital, and he will attend a variety of meetings.

Mr. Thomas asked if the cost was more per cubic yard of sand for this project versus past projects (based on using multiple dredges and the short time frame to complete the project). Mr. Rowe stated the deployment of three dredges is not costing more money.

VIII. CHAIRMAN'S REPORT

None.

IX. AUDIENCE PARTICIPATION

None.

X. ADJOURNMENT

With no further business, the meeting was adjourned at 10:03 a.m.

Respectfully submitted,

Marcia Bush, Recording Secretary