

MINUTES
PANAMA CITY
COMMUNITY DEVELOPMENT CORPORATION, INC
PCCDC

January 26, 2016
9:00 AM Commission Meeting Room City Hall
9 Harrison Avenue Panama City, FL

Chairman Kady called the meeting to order at 9:00 Sharon Churchwell called the roll; in attendance were: Chairman John Kady, Greg Brudnicki, Billy Rader, Mike Nichols, and Kenneth Brown.

Approval of the Minutes: Mr Brudnicki made the motion to approve the November 24 minutes and Mr Rader seconded. Motion passed 5-0.

Approval of the Minutes: Mr Nichols made the motion to approve the December 15 minutes and Mr Brown seconded. Motion passed 5-0.

Financial Update: Darlene Hachmeister presented the Financial Update for the period ended December 31, 2015: total Assets \$942,753, total Liabilities \$1,588 for a total Net Position of \$941,165. Collections for October were \$94,751.27. Collections for November were \$66,059.88.

Consideration of Media / Marketing Plan: A complete media and marketing plan was developed with Robin Malpass and Associates that identifies quantitative and qualitative goals, target audiences and markets, core messaging and strategies. Mr Brudnicki made the motion to accept and Mr Brown seconded. Motion passed 5-0.

Consideration of FY16 Budget Reorganization: In anticipation of the release of the Panama City Tourism Reports, a generic budget was prepared and approved by the Board. Since the receipt and acceptance of the reports, efforts have been made to prepare a more detailed budget outlining expenses in greater detail and allowing for the incorporation of the media / marketing plan. Mr Brown made the motion to accept. Mr Rader seconded. Motion passed 5-0.

Professional Services Annual Agreements:
Marketing Agency of Record – Robin Malpass and Associates:

Public Relations – Lou Hammond & Associates:

Social Media – HD + Lou Hammond & Associates: Mr Rader made the motion to authorize the CDC CEO to execute the three agreements for marketing, public relations and social media services with a termination agreement. Mr Rader made the motion to accept. Mr Brown seconded. Motion passed 5-0.

Consideration of Event Host Proposals:

Inshore Fishing Association (IFA)

Lucas Oil Redfish Open – June 2-4, 2016

Hobie Kayak Championship – October 2016: Mr Brudnicki made the motion to accept the proposal. Mr Brown seconded. Motion passed 5-0.

Emerald Coast Professional Redfish Series:

Proposed dates – February 20, 2016, June 25, 2016,

September 24, 2016, and November 5, 2016: Mr Brudnicki

made the motion to accept the proposal. Mr Nichols seconded. Motion passed 5-0.

Consideration of Brand Logo Recommendation and Selection: Three versions of the proposed brand logo were presented. CEO Vigil recommended version one. Mr Rader made the motion to accept. Mr Nichols seconded. The motion passed 5-0.

CEO Updates: CEO Vigil introduced CDC employees to the board: Shelbie Scippio, Marketing and Sales Manager and Krystal Warner, Visitor's Services Manager. CEO Vigil updated the board on her visit to Legislative Days for tourism in Florida stating the Governor Scott has dedicated 80 million dollars in funding for Visit Florida for next year. Tourism in Florida has the best return on investment as every one dollar spent has a return of three dollars and twenty cents.

CEO Vigil attended Medical Tourism meeting in Orlando. This is an exciting prospect for Panama City and the panhandle. She has been working with Carlton Ulmer from Gulf Coast Medical Center and is looking to further expand this and getting some of our hotel partners to become "Well Hotels" so that someone can come to Panama City have a medical procedure and then recover in a more relaxing environment than in a hospital.

CEO Vigil also reminded everyone about the upcoming St Andrews Mardi Gras and Books Alive.

Public Participation: There was no public participation.

Meeting adjourned at 10:05 am