

MINUTES
PANAMA CITY
COMMUNITY DEVELOPMENT CORPORATION, INC
PCCDC

November 8, 2016
8:51 AM Commission Meeting Room City Hall
9 Harrison Avenue Panama City, FL

Chairman Kady called the meeting to order at 8:51am 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 January 26, 2016 minutes and Mr Rader seconded. Motion passed 5-0.

Financial Update: Darlene Hachmeister presented the Financial Update for the period ended September 30, 2016: total Assets \$971,720, including \$96,420 in Cash, Accounts Receivable from Bay County \$859,211 and Prepaid expenses of 16,089. Total revenue was \$1,210,257 and total expense was \$1,183,055 net change in position \$27,202.

Memorandum of Understanding and Interlocal Agreement: A Memorandum of Understanding and Interlocal Agreement between the Downtown Improvement Board, Panama City Community Development Council and the Panama City Redevelopment Agency was approved at the Panama City Commission meeting and the Panama City CRA meeting, both held this day. Mr. Nichols made the motion to approve and Mr. Brudnicki seconded. Motion passed 5-0.

Event Sponsorship Panama City Pops: The Panama City Pops requested an Event Sponsorship in the amount of \$39,600 (\$29,600 monetary and \$10,000 in kind advertising to host a special concert with Windborne to celebrate David Bowie's seventieth birthday the weekend of January 6, 7 and 8, 2017. Mr. Brudnicki made the motion to approve and Mr. Rader seconded. Motion passed 5-0.

Event Sponsorship Krewe of St Andrews Mardi Gras Parade and Festival: The Krewe of St. Andrews requested a \$35,000 Event Sponsorship for the 2017 Mardi Gras Parade and Festival set for February 17-18. The Krewe received CDC sponsorship last year, and were excellent partners in submitting

all necessary back up and documentation for marketing reimbursements. Staff recommended sponsorship not to exceed \$30,000. Mr. Brudnicki made the motion to approve and Mr. Nichols seconded. Motion passed 5-0.

Presentations:

i: Tourist Development Tax Analysis and Administrative Update: CEO Vigil gave a presentation on the CDC's first anniversary with information about the impact tourism has on the local economy, events sponsorships, community outreach, and brand collateral and awareness.

ii: Marketing Update: Robin Malpass gave a Destination Marketing Update, outlining Panama City's "brand", brand assets, destination marketing plan, measureable results and next steps.

iii: Destination Panama City Annual Retrospective: CEO Vigil presented the Board with statistics on the success of the CDC's advertising outreach, including: social media and media placement, explaining the tremendous value of both.

CEO Annual Performance Evaluation: Board members were asked to complete an evaluation on CEO Vigil's performance for her first anniversary. She was given a near perfect score, earning 28 out of a possible 30. Mr. Brudnicki made the motion to give Vigil a 5% salary increase and a one-time bonus equivalent to 5% of her annual salary, Mr. Nichols seconded. The motion passed -5-0.

Next Meeting – January 24, 2017: The next scheduled meeting of the CDC will be on January 24, 2017.

Public Participation: There was no public participation.

Meeting adjourned at 10:43 am