

MINUTES
PANAMA CITY
COMMUNITY DEVELOPMENT CORPORATION, INC
PCCDC
April 24, 2016
9:45 AM Commission Meeting Room City Hall
9 Harrison Avenue Panama City, FL

Chairman Kady called the meeting to order at 9:45 Krystal Warner 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 Brown seconded. Motion passed 5-0.

Financial Update: Darlene Hachmeister presented the Financial Update for the period ended March 31, 2016: total Assets \$925,977, including \$66,765 in cash for a Total Net Position of \$925,977. Total revenue was \$465,391 and total expense was \$421,662 total liabilities and net position \$925,977

Consent Agenda: Chairman Kady asked if anyone wanted to discuss any item on the consent agenda separately and no one did. The three items were: Ratification of the Visitor's Guide Purchase Order, Tax Form 990, and Acceptance of Audit Report. Mr Brudnicki made the motion to accept all three and Mr Brown seconded. Motion passed 5-0.

CEO Updates:

Bay County Ordinance Approval CDC CEO Jennifer Vigil said that on April 19, 2016 TDC President and CEO Dan Rowe presented the TDC's two year plan the Bay County Board of Commissioners as required by Florida Statute. The plan listed the Panama City Community Development Council with anticipated revenue of \$1,500,000 each year for the next two years.

Marketing and Social Media Efforts: Vigil presented the board with a graphic of the Visitor's Guide. Vigil has prepared a hand out for the lodging, retail and restaurant partners to show the economic impact of tourism in Panama City, this will also be run in the Panama City News Herald and the Bay Bullet. Vigil showed the layout for the 40 page Visitors Guide the price per copy is \$1.49 and they should be printed and ready next week. The Visitors Guide will be compliant with guidelines from Visit Florida and will be available at the four official Florida welcome centers located near the state line

on 1-10, highway 231, etc. CDC website update: currently a static landing page is set up with information for lodging, restaurants and events. All CDC social media will link with the website. A micro-site will be up and running in the next 7-10 days that will link the Bay Arts Calendar with the CDC website. The image library has been completed. There were over 8000 images and 60 hours of video taken and from this almost 700 select pictures were identified and those are pictures where the image quality is good enough to go out in any kind of advertising that the CDC might do. Examples of print, video and musical clips including the winning CDC theme song composed and performed by the St Andrews Ukulele Orchestra were shown. This collection has appeal to the many types of visitors identified as the target market. Vigil outlined the marketing efforts including Alabama's Public Television and magazines in Baltimore, Atlanta and the Oxford American. The CDC will be available to assist the St Andrews Bay Yacht Club in advertising their 2017 regatta.

Sponsorship Activity: The CDC has turned in their first proposal for a conference, the Florida State Beekeepers Conference, which will happen later this year, Vigil will let the board know how that goes.

Administrative & Operational Activity: Vigil will be traveling to

Partner Engagement: Vigil stated that Partner Engagement meetings are being held monthly with the lodging partners, initially these were set for the first Monday of each month, at a lodging partner facility. These times and locations will be changed to give more partners an opportunity to attend. In these meetings it was learned that many of the lodging partners front desk employees did not have information to share when guests asked for things to do and see in Panama City and this prompted the CDC to prepare binders for each lodging partner that includes information on local restaurants, shops, pet facilities, health clubs and area attractions. Because the information is in binders it can easily be updated. The CDC staff has also developed training for lodging partner staff to attend to help them with computer skills and also dealing with difficult guests. This training has been very well received and the CDC is working on additional training to assist the lodging partners in the use of social media.

Public Participation: Christine Stringer from Avenue Sea addressed the board to remind them of the importance of retail stores to Downtown.

Meeting adjourned at 10:05 am