

MINUTES
PANAMA CITY
COMMUNITY DEVELOPMENT CORPORATION, INC
PCCDC
July 12, 2016
9:45 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 January 26, 2016 minutes and Mr Nichols seconded. Motion passed 5-0.

Addition to Agenda: Mr Brudnicki made the motion to add the Stars and Guitars Event Application to the agenda and Mr Nichols seconded. The motion passed 5-0.

Financial Update: Darlene Hachmeister presented the Financial Update for the period ended June 30, 2016: total Assets \$930,104, including \$70,893 in Cash and Total Accounts Receivable from Bay County \$859,211. Total revenue was \$728, 497 and total expense was \$680,541 net change in position \$47,956.

Tourism Development Tax Collection Report: CEO Vigil presented a new report she will create each month that will show not only the amount of the bed tax collected but also the economic impact. Studies show that for every \$100 spent on lodging guests will spend \$73 on food, \$23 on transportation, \$52 on recreation and \$55 on retail. Chairman Kady asked if Vigil could show that information in a graph, too.

Consent Agenda: CEO Vigil stated that there is a need for Best Practices for Destination Panama City Bloggers and Social Media to ensure that those commenting are not just promoting their own business but giving organic comments and content. Mr Nichols made the motion to accept and Mr Brudnicki seconded. Motion passed 5-0.

FY16/FY17 Media Plan: CEO Vigil presented the Media Plan for the next fiscal year in a spreadsheet that shows how much is spent and where. Mr

Brudnicki made the motion to accept the media plan and Mr Nichols seconded. Motion passed 5-0.

CEO Updates: Stars & Guitars: The Gulf Coast Children's Advocacy Center will be hosting this annual concert in January, 2017 and has completed a full application which the bulk of the funds will be designated for three performance contracts for the event. The performers have been selected but have not yet signed contracts so their names cannot be revealed at this time. The CDC is working with the lodging partners to make sure that this concert brings people into town and puts heads in beds by offering discounted tickets to people who rent a room in the city of Panama City for that night and purchase their ticket through their hotel. Vigil asked for the board to authorize the event sponsorship without having the signed contracts in hand. \$35,000 will be spent on the acts and \$15,000 for marketing, primarily radio advertising in Tallahassee, Mobile, Birmingham, Atlanta, Nashville and Baltimore. Mr Brudnicki made the motion to approve and Mr Rader seconded. Motion passed 5-0.

Marketing Update: Vigil said the visitor guides are being printed and a few copies will be overnighted for a hands on proof, the CDC website is up and running and fully functional, two digital newsletters are coming out, one for visitors and one for partners.

Public Relations & Social Media Update: CDC is doing extremely well on social media, better than 150% increase in followers on all platforms: Twitter, Instagram and Facebook and also looking at starting a few You Tube videos, the CDC commercial is already out there, but looking at getting some livestream footage, too.

Staffing Updates: CEO Vigil introduced the new Visitor Services Manager Victoria Stamataros to the board. Vigil acknowledged and thanked Evans Head, summer intern from Birmingham. He look a lot of great pictures and manned the Visitor's Center throughout the week and every Saturday.

Partner Engagement Meetings: The next Partner Engagement Meeting will be held on July 13, 2016 at the Visitor's Center.

Visitor's Center Grand Opening: Vigil thanked those who attended the Visitor's Center Grand Opening held in conjunction with the Bay County Chamber of Commerce on June 10, it was a great success.

Sport Fishing Television: Crews were in town filming for four days, the Paramores from the Panama City Marina helped out a lot, Mark Cowart from the Emerald Coast Red Fish Series helped out a lot, none of the would have been possible without the help of Julie Gordon, the Bay County Film Commissioner, so we owe her a great deal of thanks and also to Howell Tackle.

The Pursuit Channel was in town to film the Emerald Coast Redfish Series that was an outstanding tournament, the Four Winds Restaurant did a fantastic job on the Captain's Dinner, there was almost 100 anglers and they were able to get some great footage. There is still \$37,000 left for the IFA to do more marketing, the turn out for the tournament was what was expected but was successful in terms of filming and the does turn into a television show that highlights the amenities of the bay and gets our brand out there a little more.

Public Participation: Jane Lindsay of 552 Harrison Avenue, complimented the CDC and Destination Panama City on their advertisement during *Antiques Roadshow* on PBS, which airs Monday evenings at 7:00. Vigil added that the Destination Panama City spot is also seen on PBS stations throughout Florida, Georgia, Alabama and Maryland.

Chairman Kady said that last week a meeting was held with the principles from the DIB, CDC, CRA and the City that was very promising, they are working on getting some synergy and supporting each other. The ultimate goal is some sort of inter-local agreement between the organizations and defining swim lanes for each organizations.

Meeting adjourned at 9:27 am