

#### DESTINATION PANAMA CITY SCHEDULED MEETING January 23, 2018

9:00 A.M. (approx. – immediately following the Community Redevelopment Association meeting which follows the Regular City Commission Meeting)

City Hall Commission Chamber

- 1) Roll Call
- 2) Acceptance of Financial Report Period Ending 4/30/2018
- 3) Acceptance of the FY17 Audit
- 4) Acceptance of Tourist Development Tax Reports
- 5) Approval of Minutes January 23, 2018
- 6) Approval to Advertise RFQ for Marketing & Public Relations Services
- 7) Approval to Obtain Facility Appraisals
- 8) Approve Expansion of Destination Panama City (PC-CDC) Board Composition
  - a) Approve Changes to By-Laws
  - b) Approve two Collector Members
- 9) Appointment of President & CEO Performance Evaluation Committee
- 10)President Report
- 11) Next Quarterly Meeting July 24, 2018
- 12) Public Participation
- 13) Adjournment

Panama City Community Development Council dba Destination Panama City Agenda Item Summary								
1. Presenter Name:  2. MEETING DATE:								
Jennifer M. Vigil President & CEO		5/8/2018						
3. REQUESTED MOTION/AC	CTION:							
Board accept the Financial	Report Period Ending 3/31/18							
4. AGENDA  PRESENTATION PUBLIC HEARING CONSENT REGULAR	5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES DUDGET ACTION: FINANCIAL IMPACT SUMMARY STATEMENT:  DETAILED ANALYSIS ATTACHED?: YES DOD	YES ☐ NO ☐ IF NO, STATE ACTION REQUIRED ☐ N/A						
6. BACKGROUND: (why is thi	E ACTION NECESSARY, <u>WHAT</u> ACTION WILL BE ACCOMPLISHED, (	WHO, WHERE, WHEN & HOW)						
that a monthly Financial Re	ontracts the Panama City Accounting Department eport is delivered for review and acceptance by eptance of the Financial Report Period Ending 3	the Board.						

#### Panama City Community Development Council, Inc. Statement of Net Position, *UNAUDITED* March 31, 2018

Interim financial reporting; for internal management use only

Assets Cash and cash equivalents Accounts receivable Equipment & furniture Allowance for depr/amort Total assets	\$ 164,754 20,059 2,663 (665) 186,811
Liabilities and Net Position Liabilities: Accounts payable Accrued other liabilities Deposits	\$ - 2 100,000
Total liabilities	100,002
Net position:  Unrestricted net position	86,809
Total liabilities and net position	\$ 186,811

 $Final\ audited\ balances\ may\ vary\ from\ interim\ financial\ reports.$ 

### Panama City Community Development Council, Inc. Statement of Revenues, Expenses, and Changes in Net Position *UNAUDITED* For the period ended March 31, 2018 Interim financial reporting: for internal management use only

	Adopted Budget	Budget Amendments	Amended Budget	Y-T-D Actual
Revenues:				
Intergovernmental:				
Bay County TDC Contract	\$ 1,407,000	\$ -	\$ 1,407,000	\$ 787,804
Bay County Carry Forward Revenue	190,000		190,000	-
Advertising revenue PC CDC				-
Total intergovernmental	1,597,000	-	1,597,000	787,804
Miscellaneous:				
Investment/Interest earnings	-		-	446
Miscellaneous	-		-	-
Sponshorship revenue	-		-	12,500
Merchandise sales				29
Total miscellaneous	-		-	12,975
Total Revenues	1,597,000		1,597,000	800,779
Expenses:				
Personal services	307,167		307,167	100,703
Operating expenses:				
Professional Services	20,000	(2,000)	18,000	1,900
Accounting & Auditing	11,000		11,000	9,720
Other Contractural Svcs	40,000		40,000	24,527
Other Contractural Svcs Dues	126,000		126,000	42,100
Travel and Per Diem	17,500		17,500	6,297
Non-staff Travel Expenses	8,000		8,000	2,187
Communication Services	8,000		8,000	2,742
Freight & Postage Service	15,000		15,000	13,368
Utility Services	5,500		5,500	3,121
Rental & Leases	41,000		41,000	18,218
Insurance	13,000	0.000	13,000	9,223
Repairs & Maintenance Svc	5,000	2,000	7,000	5,881
Printing & Binding	90,000		90,000	43,633
Promotional Activities	787,833		787,833	439,117
Other Current Charges	9,000		9,000	8,810
Office Supplies	3,000		3,000	234
Operating Supplies	15,000		15,000	4,769
Books Publications Memberships	20,000		20,000	8,829
Training	7,000		7,000	936
Operational Reserve For Contingency	45,000		45,000	-
Capital Outlay:  Machinery & Equipment	3,000		3,000	
маспіпету & Ефирппеті	3,000		3,000	
Total Expenses	1,597,000		1,597,000	746,315
Net change in net position	\$ -	\$ -	\$ -	\$ 54,464
Net position-beginning of year				32,345
Net position-end of year				\$ 86,809

Final audited balances may vary from interim financial reports.

Panama City Community Development Council dba Destination Panama City Agenda Item Summary							
1. Presenter Name:		2. MEETING DATE:					
Jennifer M. Vigil President & CEO		5/8/2018					
3. REQUESTED MOTION/AC	TION:						
Board accept the FY17 Aug	lit as presented						
4. AGENDA  PRESENTATION PUBLIC HEARING CONSENT REGULAR	5. IS THIS ITEM BUDGETED (IF APPLICABLE)?:  BUDGET ACTION: FINANCIAL IMPACT SUMMARY STATEMENT:  DETAILED ANALYSIS ATTACHED?: YES \( \subseteq \text{NO} \subseteq \)	YES   NO   IF NO, STATE ACTION REQUIRED   N/A					
6. BACKGROUND: (WHY IS THE	ACTION NECESSARY, <u>WHAT</u> ACTION WILL BE ACCOMPLISHED, (	WHO, WHERE, WHEN & HOW)					
	ontracts with Carr, Riggs and Ingram (CRI) for reviewed by staff, the City Clerk of the City						
to meet the target re	clude: Contingency Reserve was \$438,639 as of Septenserve fund balance during FY18, thereby eliminate tatements performed in accordance with Gover	nating any FY19 reserve allocations.					

## Panama City Community Development Council, Inc.

**Financial Statements** 

September 30, 2017



# Panama City Community Development Council, Inc. Table of Contents September 30, 2017

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Carr, Riggs & Ingram, LLC 14101 Panama City Beach Parkway Suite 200 Panama City Beach, FL 32413

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#### INDEPENDENT AUDITOR'S REPORT

Board of Directors Panama City Community Development Council, Inc. Panama City, Florida

We have audited the accompanying financial statements of Panama City Community Development Council, Inc., which are comprised of the statement of net position as of September 30, 2017, and the related statements of revenues, expenses and changes in net position and cash flows for the year then ended, and the related notes to financial statements.

#### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

#### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Panama City Community Development Council, Inc. as of September 30, 2017, and the changes in its net position and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

#### Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated February 12, 2018, on our consideration of Panama City Community Development Council, Inc.'s internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering Panama City Community Development Council, Inc.'s internal control over financial reporting and compliance.

Can, Rigge & Ingram, L.L.C.

Certified Public Accountants Panama City Beach, Florida February 12, 2018

## Panama City Community Development Council, Inc. Statement of Net Position

September 30, 2017		
Assets		
Cash and cash equivalents	\$ 122	2,391
Prepaid expenses	4	1,547
Accounts receivable, net	154	1,234
Property and equipment, net	1	1,996
Total assets	283	3,168
Liabilities		
Accounts payable and accrued expenses	146	5,277
Advance deposits	100	0,000
Unearned revenue	4	1,547
Total liabilities	250	),824
Net position		
Net investment in capital assets	1	L,996
Unrestricted	30	),348
Total net position	\$ 32	2,344

## Panama City Community Development Council, Inc. Statement of Revenues, Expenses and Changes in Net Position

#### Year Ended September 30, 2017

rear Ended September 50, 2017	
Devenues	
Revenues  Pay County TDC contract	ć 2.04F.F07
Bay County TDC contract	\$ 2,015,587
Promotional program	37,132
Advertising	7,125
Interest income	390
Total revenues	2,060,234
Expenses	
Promotional activities	1,567,099
Facility maintenance	38,365
Depreciation	533
Insurance	7,791
Publications	59,648
Office	9,105
Other	2,312
Payroll	255,137
Postage and shipping	11,343
Professional services	48,380
Travel	19,525
Utilities, telephone and internet	12,472
Total expenses	2,031,710
hange in net position	28,524
Net position - beginning of year	3,820
Net position - end of year	\$ 32,344

## Panama City Community Development Council, Inc. Statement of Cash Flows

96,420

122,391

\$

Year Ended September 30, 2017		
Cash flows from operating activities		
Change in net position	\$	28,524
The state of the s	7	20,324
Adjustment to reconcile change in net position to net		
cash provided by operating activities		F22
Depreciation		533
(Increase) decrease in assets		
Accounts receivable, net		(46,812)
Prepaid expenses		77,513
Increase (decrease) in liabilities		
Accounts payable and accrued expenses		41,526
Unearned revenue		(75,313)
Net cash provided by operating activities		25,971
Net change in cash and cash equivalents		25,971

Beginning cash and cash equivalents

Ending cash and cash equivalents

#### NOTE 1 – NATURE OF OPERATIONS

Panama City Community Development Council, Inc. (Council) is a nonprofit corporation organized, on October 30, 2014, under Chapter 617 of the *Florida Statutes* whose purpose is to provide support for the Bay County Tourist Development Council, the Board of County Commissioners of Bay County, Florida, and where not in conflict with those two, the City of Panama City, Florida. The Council is designed to promote a positive image for Panama City, increase tourism, and coordinate the marketing efforts of the total tourism community. The Council is primarily funded from the tourist development taxes collected within the Panama City Tourist Development Tax District, provided through a contract with Bay County, Florida.

For financial reporting purposes the Council is considered a component unit of Bay County, Florida. The Council's financial statements have been disclosed in the Bay County, Florida financial statements as a discretely presented component unit. Discretely presented component units are reported in a separate column in Bay County, Florida's financial statements to emphasize that the Council is a legally separate entity.

#### NOTE 2 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### Measurement Focus and Basis of Accounting

The term, measurement focus, is used to denote what is being measured and reported in the Council's financial statements. The Council's financial statements are accounted for using the flow of economic resources measurement focus. The accounting objectives of this measurement focus are the determination of changes in net position, financial position and cash flows. All assets and liabilities (whether current or noncurrent) associated with their activities are reported and equity is reported as net position.

The term, basis of accounting, is used to determine when a transaction or event is recognized on the Council's financial statements. The Council uses the full accrual basis of accounting, with revenues recorded when earned and expenses recorded when incurred, according to the terms of the contract, even though actual payment or receipt may not occur until after the period ends.

#### **Net Position**

Net position represents the difference between assets and liabilities. Net position reported as net investment in capital assets consists of net capital assets reduced by outstanding balances of any related debt obligations. Net position is reported as restricted when there are limitations imposed on its use either through the enabling legislation adopted by the Council or through external restrictions imposed by creditors, grantors or laws or regulations of other governments. All other net position is reported as unrestricted.

#### NOTE 2 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

#### Cash and Cash Equivalents

For purposes of the statement of cash flows, the Council considers all highly liquid debt instruments with an initial maturity of three months or less when purchased to be cash equivalents.

#### Accounts Receivable, net

All receivables are reported at their gross value and, where appropriate, are reduced by the allowance for doubtful accounts. As of September 30, 2017, the allowance for doubtful accounts is zero.

#### **Property and Equipment**

The Council capitalizes all property and equipment, stated at cost or fair market value, if donated, of more than \$1,000 and a useful life of more than one year. Depreciation is recorded on the straight-line basis over the estimated useful lives of the assets. Estimated useful lives are generally as follows:

Furniture and equipment

5-7 Years

#### Revenue Recognition

Revenue is recognized in accordance with the accrual basis of accounting. The contract entered into between the Council and the Board of County Commissioners for the year ended September 30, 2017 identified the maximum amount of reimbursement. Reimbursements are limited to County allowable expenses.

#### Income Taxes

The Council is exempt from income taxes under Internal Revenue Code Section 501(c)(6) except for income taxes on unrelated business income. No provision for income taxes has been made in these financial statements since there was no unrelated business income for the year ended September 30, 2017. The Council is not classified as a private foundation.

#### **Estimates**

The preparation of financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

#### Date of Management's Review

In preparing the financial statements, management has evaluated events and transactions for potential recognition or disclosure through February 12, 2018, the date the financial statements were available to be issued.

#### NOTE 3 – SUPPLEMENTAL DISCLOSURE OF CASH FLOWS INFORMATION

There was no cash paid for interest or income taxes during the year ended September 30, 2017.

#### **NOTE 4 – CONCENTRATIONS**

The Council provides tourism support services to the Greater Panama City area. The Council is primarily funded by tourist development taxes collected within the Panama City Tourist Development Tax District, provided through a contract with Bay County, Florida. The Council maintains its cash balances at a financial institution located in Bay County, Florida. The balance is insured up to \$250,000 by the Federal Deposit Insurance Corporation. As of September 30, 2017, the Council had no uninsured bank balances.

#### NOTE 5 - ECONOMIC DEPENDENCY

The Council is substantially funded by taxes collected by the Bay County Tourist Development Council provided through a contract with Bay County, Florida. If this support were to be discontinued, it would have a material impact on the financial operations of the Council. As of September 30, 2017, Bay County is maintaining funds of \$926,438 related to taxes collected for the Panama City Tourist Development Tax District. For fiscal year September 30, 2017, the Bay County Clerk was paid \$46,845 for administration costs of collecting the Panama City Tourist Development Tax.

#### **NOTE 6 – RELATED PARTY TRANSACTIONS**

The Commissioners of the City of Panama City (City) serve as the board for the Council. The accounting staff of the City also provides accounting services for the Council. For the year ended September 30, 2017 the Council paid the City \$13,018 for accounting services.

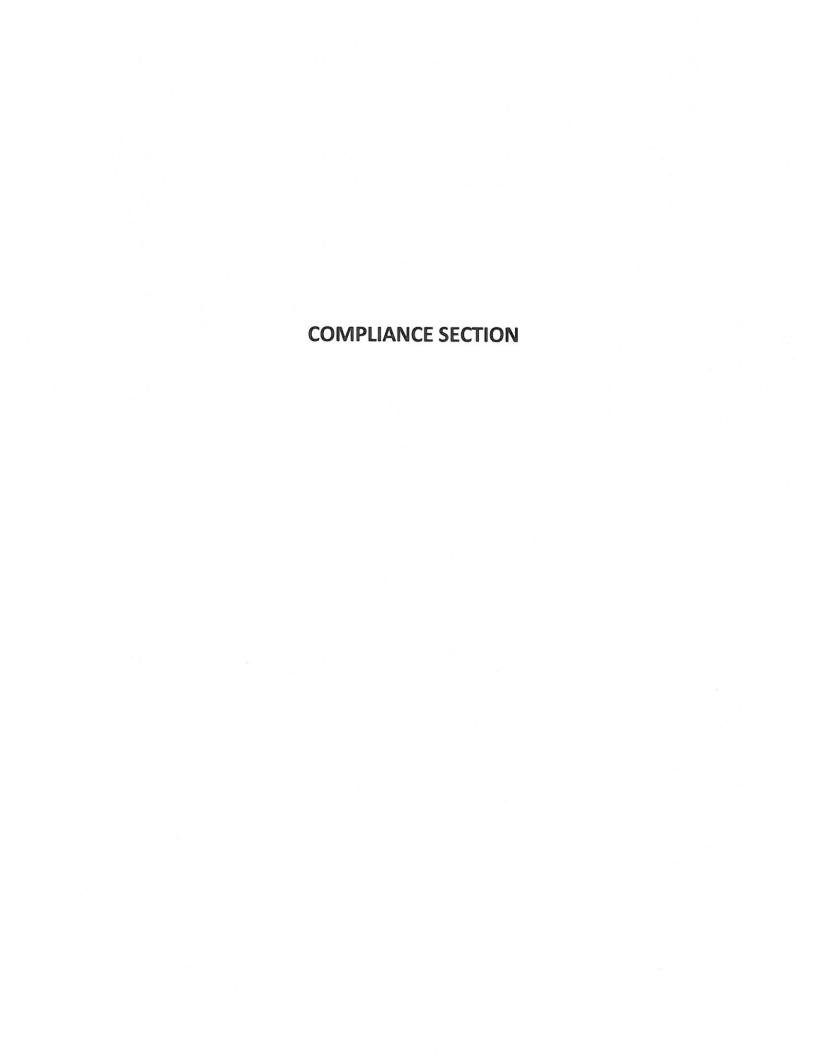
#### **NOTE 7 – CONTINGENCY RESERVE**

The Bay County Board of County Commissioners maintains a contingency reserve for the Council. The reserve is funded by all annual unappropriated cash carryforward amounts from tourist development tax revenues and any current year tourist development tax revenues approved for reservation. There is no maximum reserve amount. The reserve will be funded to a balance of \$500,000, from a portion of annual tax receipts limited to no less than 10% nor more than 15% of annual receipts. Once met the balance should not be reduced below \$500,000. This reserve may be accessed by the Council after approval of the Bay County Board of County Commissioners. Funds may be withdrawn in the event of a disaster or unanticipated adverse circumstances, to minimize deficit financing of capital projects, or to address the needs from other unanticipated problems or opportunities. As of September 30, 2017, the County's reserve balance was \$438,639.

#### NOTE 8 – PROPERTY AND EQUIPMENT

Changes in property and equipment are summarized as follows:

	1.000-0.00	ember 30, 2016	Inc	creases	(D	ecreases)	1150	ember 30, 2017
Depreciable assets								
Machinery and equipment	\$	2,662	\$	-	\$		\$	2,662
Total depreciable assets		2,662						2,662
Less accumulated depreciation		133		533		<u>.</u>		666
Property and equipment, net	\$	2,529	\$	(533)	\$		\$	1,996





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INDEPENDENT AUDITOR'S REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS

Board of Directors Panama City Community Development Council, Inc. Panama City, Florida

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the financial statements of Panama City Community Development Council, Inc. (a nonprofit organization), which are comprised of the statement of net position as of September 30, 2017, and the related statements of revenues, expenses and changes in net position, and cash flows for the year then ended, and the related notes to financial statements, and have issued our report thereon dated February 12, 2018.

#### **Internal Control Over Financial Reporting**

In planning and performing our audit of the financial statements, we considered Panama City Community Development Council, Inc.'s internal control over financial reporting (internal control) to determine the audit procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of Panama City Community Development Council, Inc.'s internal control. Accordingly, we do not express an opinion on the effectiveness of Panama City Community Development Council, Inc.'s internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis. A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or, significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.

#### **Compliance and Other Matters**

As part of obtaining reasonable assurance about whether Panama City Community Development Council, Inc.'s financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the determination of financial statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

#### **Purpose of this Report**

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the council's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the council's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Caux Rigge & Ingram, L.L.C.

Certified Public Accountants Panama City Beach, Florida February 12, 2018

Panama City Community Development Council dba Destination Panama City Agenda Item Summary						
1. PRESENTER NAME: Jennifer M. Vigil	ngenaa nem cammary	2. MEETING DATE:				
President & CEO		5/8/2018				
3. REQUESTED MOTION/AC	TION:					
Board accept the Tourist De	evelopment Tax Collection and Short Term Gro	oss Sales Revenue as presented				
4. AGENDA  PRESENTATION  PUBLIC HEARING  CONSENT  REGULAR	5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: BUDGET ACTION: FINANCIAL IMPACT SUMMARY STATEMENT:  DETAILED ANALYSIS ATTACHED?: YES \( \Boxed{\text{NO}}\)	YES ☐ NO ☐ IF NO, STATE ACTION REQUIRED ☐ N/A				
6. BACKGROUND: (WHY IS THE	ACTION NECESSARY, <u>WHAT</u> ACTION WILL BE ACCOMPLISHED,	(WHO, WHERE, WHEN & HOW)				
	ourt is the collection agency for the remitted to the current collections and trends for the Coun					
Destination Panama City Panama City Gross Revenu	has prepared our internal tax revenue rep le report.	ort and reviewed the accompanying				



## **TDT Monthly Analysis**

Where Life Sets Sail

	% change	FY19	% change	FY18	% change	<u> </u>	Y17	% change	FY16	% change	FY15
		5.00%		5.00%		5.	.00%		5.00%		5.00%
ост			-10.74%	100,647.00	19.23%	1	12,754.00		94,571.27		-
NOV			-8.01%	67,457.00	11.00%	-	73,327.00		66,059.88		-
DEC			-7.14%	60,970.00	5.76%	(	65,657.00		62,079.90		-
JAN			-5.97%	66,143.00	-10.00%	-	70,339.00	23.92%	78,155.39		63,069.50
FEB			2.32%	87,624.00	-7.72%	8	85,637.00	5.64%	92,804.00		87,845.52
MAR			-4.76%	147,843.00	-2.82%	15	55,229.00	-20.33%	159,731.00		200,483.24
APR					-2.61%	14	49,230.00	17.10%	153,227.00		130,848.26
MAY					4.75%	15	59,517.00	4.15%	152,286.00		146,220.71
JUN					-3.22%	20	03,829.00	4.32%	210,619.00		201,906.34
JUL					-1.10%	20	62,982.00	11.66%	265,911.00		238,143.02
AUG					14.11%	12	23,488.00	-8.34%	108,223.00		118,070.60
SEP					14.31%	1	13,733.00	3.74%	99,494.00		95,907.58
TOTAL			-5.73%	530,684.00	2.11%	\$	1,575,722	20.32%	\$ 1,543,161	\$	1,282,495

40.21% 39.53%

2.96%

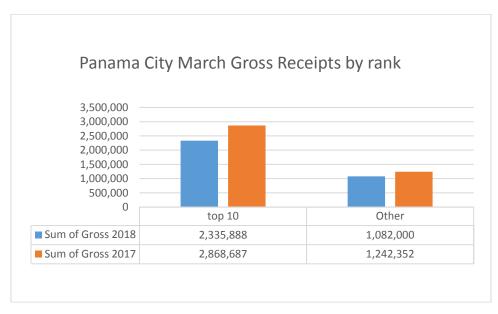
PROJECTED REVENUE	1,400,000.00
% of Projected Revenue	37.91%

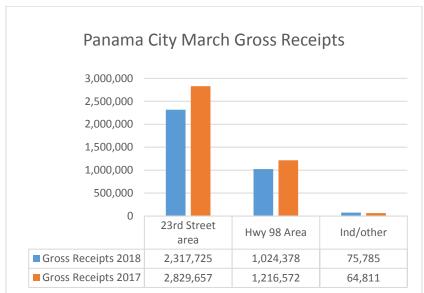
### **Aggregate Taxable Short Term Rental Receipts**

				•										
		FY18	<u>FY17</u>	<u>FY16</u>	<u>FY15</u>									
0	CT	2,012,940.00	2,255,080.00	1,891,425.40	-	Gallup Research Av	erage Visitor Spend Per \$10	0 Room Night						
N	OV	1,349,140.00	1,466,540.00	1,321,197.60	-		FY18		FY17	7	FY1	6	FY15	
D	EC	1,219,400.00	1,313,140.00	1,241,598.00	-	Food	73.00	7,747,986.40	\$	23,005,541	\$	22,530,157	\$	18,724,424
J	AN	1,322,860.00	1,406,780.00	1,563,107.80	1,261,390.00	Transportation /	23.00	2,441,146.40	\$	7,248,321	\$	7,098,543	\$	5,899,476
FI	EB	1,752,480.00	1,712,740.00	1,856,080.00	1,756,910.40	Recreation	52.00	5,519,113.60	\$	16,387,509	\$	16,048,879	\$	13,337,946
М	IAR	2,956,860.00	3,104,580.00	3,194,620.00	4,009,664.80	Retail	55.00	5,837,524.00	\$	17,332,942	\$	16,974,776	\$	14,107,442
Α	PR		2,984,600.00	3,064,540.00	2,616,965.20	Lodging		10,613,680.00	\$	31,514,440	\$	30,863,229	\$	25,649,895
М	IAY		3,190,340.00	3,045,720.00	2,924,414.20	Total Estimated Eco	onomic Impact	32,159,450.40	\$	95,488,753	\$	93,515,583	\$	77,719,183
JI	UN		4,076,580.00	4,212,380.00	4,038,126.80									
JI	UL		5,259,640.00	5,318,220.00	4,762,860.40									
Α	UG		2,469,760.00	2,164,460.00	2,361,412.00									
S	EP		2,274,660.00	1,989,880.00	1,918,151.60									
		·												
T	OTAL	10,613,680.00	31,514,440.00	30,863,228.80	25,649,895.40	•								



### Tourist Development Tax, Bay County, Florida





Visit us at: https://TDC.BayCoClerk.com/TouristTax/ Email: TDC@BayCoClerk.com

Panama City Community Development Council dba Destination Panama City Agenda Item Summary						
1. PRESENTER NAME: Jennifer M. Vigil	2. MEETING DATE:					
President & CEO	5/8/2018					
3. REQUESTED MOTION/AC  Board accept the January 2	23, 2018 Minutes as presented.					
4. AGENDA  PRESENTATION PUBLIC HEARING CONSENT REGULAR  5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES NO IF NO, STATE ACTION REQUIRED N/A BUDGET ACTION: FINANCIAL IMPACT SUMMARY STATEMENT: DETAILED ANALYSIS ATTACHED?: YES NO  DETAILED ANALYSIS ATTACHED?: YES NO						
	taff has reviewed the minutes of the January 2					

### **MINUTES**

#### PANAMA CITY

COMMUNITY DEVELOPMENT CORPORATION, INC

## DESTINATION PANAMA CITY

### **PCDPC**

January 23, 2018
8:55 AM Commission Meeting Room City Hall
9 Harrison Avenue Panama City, FL

Chairman Nichols called the meeting to order at 8:55 am Sharon Churchwell called the roll, in attendance were: Chairman Mike Nichols, Greg Brudnicki, Billy Rader, Jenna Haligas, and Kenneth Brown.

Acceptance of Financial Report period ending 11/30/2017: Financial Update: Darlene Hachmeister presented the Financial Update for the period ended November 30, 20107: total Assets \$166,600, including \$133,069 in Cash, Accounts Receivable from Bay County \$31,533, Equipment & furniture of \$2,663 and Allowance for depreciation/amortization -\$665. Total revenue was \$1,597.000 and total expense was \$1,597,000 net change in position -\$18,920. Mr Brudnicki made the motion to approve and Mr Rader seconded. Motion passed 5-0.

**Approval of the Minutes:** Mr Rader made the motion to approve the October 24, 2017 minutes as presented and Mr Brown seconded. Motion passed 5-0.

**Acceptance of Tourist Development Tax Reports:** Clerk of Court Collections reflect a 9.29% decrease comparing November 2016 to November 2017. The gross hotel receipts are based only on the 30+/- lodging partners registered as "hotels". Additional collections are realized through independent hosting sharing properties (i.e. Airbnb, HomeAway, Flipdkey, VRBO, etc.) Mr Brudnicki made the motion to approve and Mr Brown seconded. Motion passed 5-0.

**Organization Retirement Plan:** When the CDC Personnel Policy Manual was initially drafted and approved much of the content was based on City policy and PCB CVB policy. Because the CDC is a much smaller agency that operates as a

standalone 501c6, portions of the original policy were not applicable or possible. With only 4 total employees, the plan cost was prohibitive as 401k retirement plans require plan documents, reporting, auditing, and a plan administrator. After consulting retirement experts and in order to be compliant with all IRS regulations and maintain the contractual obligations, staff has worked with Raymond James representative Billy Stevenson, who recommends a SEP plan with a 10% employer only contribution of the employee's salary and immediate vesting. Mr Brudnicki made the motion to accept the changes to the policy and approve the SEP plan. Mr Brown seconded. Motion passed 5-0.

Marketing & Sales Director Position Description: It has come to CEO Vigil's attention that when Robin Malpass and Associates, the marketing agency for the CDC makes local media buys they earn a 15% commission. Examples of local buys would include *Bay County Chamber Relocation Guide* and *PCB Chamber Guide*. If these buys could be made in house, the CDC would save the commission expense which is estimated to be \$3000 - \$5000 annually. Vigil would like to add this duty and the additional duties of serving as Acting CEO during short periods when the CEO is out of market and inaccessible for the processing of administrative activities such as, but not limited to accounts payable, payroll submission and day to day supervision. Given the additional duties and responsibilities, Vigil requested a 3% compensation increase to the Marketing & Sales Coordinator's current salary which equals \$1050.00 annually. Mr Brudnicki made the motion to approve the changes and the salary increase. Mr Rader seconded. Motion passed 5-0.

**Panama City Brand Ambassador:** As Destination Panama City is a small four person agency, staffing can be problematic during trade shows, brand activations and other off site events. For the sake of staff retention, and because the most effective messages we can project are locals telling their own stories, a Brand Ambassador Compensation policy is presented. This will reimburse/cover travel, lodging and meal expenses for those volunteering to represent Destination Panama City during these events and would also allow a small compensation when local experts, like Honor Allen, the Oyster Shucking Champion, participate and share their talent. These expenses will be documented to the IRS through 1099s etc. and will be covered under the CDC's liability coverage. Rader made the motion to approve this with \$10,000 funded for this year. Mr Brown seconded. Motion passed 5-0.

Special Event Sponsorship Grant Application: The Event Assistance Grant Program Sponsorship Application has been revised for ease of use for the applicant and to provide more detailed information regarding the Event Assistance Grant Program. Included in the revision is a checklist for attached documents alerting the applicant that supporting documents: Event Budgets, Detailed Media Budget, etc. The revision also advises the applicant about the City of Panama City Special Events Handbook and Application and the URL where those documents can be located. The form has also been revised as a

fillable PDF form to be more user friendly. Mr. Rader made the motion to approve the new form and changes. Mr. Brown seconded. Motion passed 5-0.

**PC Support Services MOU:** Since its inception, the Panama City Community Development Council (dba Destination Panama City) has enlisted the City of Panama City for support services. In the past the City of Panama City has issued a quarterly invoice for services provided. As part of the routine audit, it was recommended that a contract for these services be in place. To allow for more accurate budgeting and less hourly task tracking an MOU with an annual rate of \$13,500 is being proposed. Mr Brudnicki made the motion to approve and Mr Brown seconded. Motion passed 5-0.

**Public Relations Contract with Lou Hammond Group:** Going into the third year, Lou Hammond has presented a contract with a 6% increase in their monthly retainer. This is the first increase they have requested. Mr Rader made the motion to approve the increase and the contract and Mr Brown seconded. Motion passed 5-0.

**President Report:** CEO Vigil had hoped to present the new Visitor's Guide today, but they had not come in. Vigil will bring copies to the board as soon as they come in. The Oyster Trail and accompanying ads have been very successful. Visit Florida has received a \$150,000 grant for the eight counties affected by the BP Oil Spill and are using images from the PC Oyster Trail in their advertising. Destination PC is now selling their promotional items at the Visitor's Center.

CEO Vigil told the board that she would like to discuss murals and a possible mural project for Panama City. Ms Haligas said that she would like DPC to oversee a mural project. The City has recently approved mural guidelines but clarification and an approval process are needed. Vigil said that mural projects in Ottawa, IL and Hollywood, FL are very popular with visitors. This will be discussed further at a later meeting.

**2017 Year in Review Report:** Aly Whitehead, Sales & Marketing Coordinator, has created a *2017 Year in Review* brochure filled with statistics and information about the visitors to Panama City. Vigil said visitors to Panama City had a \$94,000,000 financial impact on our City.

#### Next Quarterly Meeting - April 24, 2018:

**Public Participation:** Carol Roberts, President of the Bay County Chamber of Commerce, 235 West 5<sup>th</sup> Street, addressed the board to commend CEO Jennifer Vigil on the amazing job she has done, saying Jennifer is second to none. Roberts encouraged the board to take an official position in opposition of proposed legislation that would entitle communities in Florida to use tourism/bed taxes for infrastructure improvements and to contact elected

officials and let them know. Bay County voted a half cent sales tax for infrastructure improvements and other communities can do the same thing.

Meeting adjourned at 10:24 am

Panama City Community Development Council dba Destination Panama City Agenda Item Summary							
1. PRESENTER NAME: Jennifer M. Vigil President & CEO  2. MEETING DATE: 5/8/2018							
3. REQUESTED MOTION/ACTION:  Board approve the proposed Marketing & Public Relations RFQ and authorize DPC advertise for services.							
4. AGENDA  PRESENTATION PUBLIC HEARING CONSENT REGULAR	5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES DETAILED ANALYSIS ATTACHED?: YES NO	'ES □ NO □ IF NO, STATE ACTION REQUIRED □ N/A					
6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)							

The Destination Panama City organization was created in 2014 and officially began operating in late 2015. The research phase between 2014 and 2015 resulted in a tourism report adopted by the Destination Panama City Board in December 2015. The report was to act as the guiding vision for the organization.

Robin Malpass & Associates (marketing firm) and Lou Hammond Group (public relations firm) were both instrumental in the development of the tourism report. Due to their heavy involvement and current knowledge of the area, the two firms were retained to help launch the Panama City brand.

While staff is currently pleased with the performances of both agencies; it is understood that for the sake of transparency and commitment to being fiscally responsible agencies it is prudent to advertise services every few years to ensure our rates and services continue to provide a competitive advantage in the marketplace.

Staff has prepared the attached Request for Qualifications (RFQ) and requests the boards approval to advertise. Staff will review all submittals, and deliver a list of the top three firms to the board. Each of the top three will deliver a presentation to the board for consideration of engagement. Current marketing and public relations contracts do not expire until December 2018. Staff intends to have a special meeting for the presentation by firms during the month of November 2018.

FY18 current marketing and public relations contracts are collectively \$129,600; by combining the two services into one contract staff anticipates a cost savings on at least \$30,000 and better communication between the project managers assigned by the firm.



### REQUEST FOR QUALIFICATIONS

#### MARKETING / CREATIVE / MEDIA BUYING / PUBLIC RELATIONS SERVICES

#### To: Interested Agencies

Attached is a request for qualifications (RFQ) to provide marketing / creative / media buying / public relations services for Destination Panama City. The contract term for the services will commence on January 1, 2019, for a period of twenty-four months, with two one-year extensions possible.

This RFQ is being sent to all interested firms who can demonstrate the necessary experience and the capability to handle a program of the size, scope and complexity of the marketing / creative / media buying / public relations services of Destination Panama City.

The selection process is identified on page 6 of the attached RFQ.

Request for Qualification submittals must be received into the Destination Panama City Visitor's Center office no later than August 24, 2018 at 3PM Central Time. Late submissions will not be considered. Please submit one (1) original and ten (10) copies to:

Jennifer M. Vigil, President & CEO

Destination Panama City

1000 Beck Avenue, Panama City, FL 32401

### **DESTINATION PANAMA CITY**

#### MARKETING & PUBLIC RELATIONS SERVICES - REQUEST FOR QUALIFICATIONS

Destination Panama City (PCCDC) requests you provide a written presentation outlining your firm's qualifications for marketing / creative / media buying / public relations services.

#### **BACKGROUND**

Destination Panama City (PCCDC) was formed as a not-for-profit corporation to provide destination sales, marketing and promotional services for the Panama City Tourist Tax District. Annually, the budget and program of work outline Destination Panama City's plans to attract tourists through marketing research, advertising and public relations efforts, as well as through both conducting and supporting special events, and developing or assisting in the development of capital projects whose predominate purpose is the attraction of tourists.

Each respondent shall furnish the information required in the Scope of Services and in the Response Format of submittal and each accompanying sheet thereof on which an entry is made. Responses submitted in any other format may be rejected at the sole discretion of Destination Panama City.

It is the respondent's responsibility to assure that the responses are received to the Destination Panama City Visitor's Center office, 1000 Beck Avenue, Panama City, FL 32401, no later than the closing deadline state on the Request for Qualifications cover page. Any responses received after the closing deadline will not be accepted or considered. No telegraphic or facsimile responses will be considered.

All responses must be submitted with one (1) original and ten (10) copies. This includes specifically the Request for Qualifications cover page, the signature section and any section on which annotations are required or exceptions are taken, and any supporting documentation or literature being submitted with the response.

It will be the responsibility of the respondent to contact Destination Panama City office prior to submitting a response to ascertain if any addenda have been issued, to obtain all such addenda, and to return executed addenda with their response.

The Contractor will report directly to President / CEO on their activities in accordance with other policy. Contractors will be required to present updated materials, ideas and designs to the Destination Panama City Board of Directors at each quarterly meeting. President / CEO will communicate any changes to the scheduled board meeting to the Contractor.

The Contractor will assume responsibility for the performance of all required services, whether or not subcontractors are involved. Destination Panama City will consider the Contractor to be the sole point of contact with regard to all materials and will not maintain contacts with any subcontractors. The Contractor will specify any subcontractors it intends to use and what their function(s) will be.

All materials, ideas, designs and layouts developed for Destination Panama City under this contract are the property of Destination Panama City and may not be used for any other purpose without prior written consent and will remain the sole property of Destination Panama City regardless of termination of services for any reason. If subcontractors are used, the Contractor shall obtain all necessary release to assure all materials, ideas and layouts are the property of Destination Panama City.

#### RESPONSE AND SIGNATURE SECTION

Destination Panama City reserves the right to reject any or all responses, without recourse, to waive technicalities or to accept the response which in its judgement best serves the interest of Destination Panama City. Cost of submittal of responses is considered an operational cost of respondents and shall not be passed on to or be borne by Destination Panama City.

Destination Panama City reserves the right to request any additional information needed for clarification from any respondent(s) during the evaluation period of the responses.

Failure to comply with these instructions may be cause of disqualification of your response.

Firm	Date
Authorized Signature	
Print Name and Title	

RFQ responses and any questions regarding this RFQ should be addressed and submitted to:

Jennifer M. Vigil, President / CEO
Destination Panama City
1000 Beck Avenue
Panama City, FL 32401
850.215.1700

It is the intent and purpose of Destination Panama City that this RFQ procedure promotes competition. It shall be the responsibility of responding parties (respondents) to advise Destination Panama City at the address noted above, if any language, requirements, etc., or any combination thereof, inadvertently restricts or limits the requirements stated in the RFQ to a single source. Such notification must be submitted in writing and must be received by Destination Panama City no later than ten (10) days prior to the closing date.

#### **GENERAL PROVISIONS**

Any contract resulting from this RFQ is deemed effective only to the extent of funds available, and shall contain the following provisions. At the time of contracting services, materials, equipment, or other items, other provisions may be added as determined by Destination Panama City.

Bay County and Destination Panama City do not require occupational licenses unless located within the City limits of Panama City. However, respondents must provide a current Department of Business and Professional Regulation license or certification, if such are required by Florida Law to provide the desired services, materials, equipment, or other items.

Any permits, licenses, or fees required will be the responsibility of respondent and no separate payment will be made for same.

All documents and other materials made or received in conjunction with this project will be subject to the public records disclosure requirements of Chapter 119 Florida Statutes, unless exempted therein. Responses will become part of the public domain upon opening and Respondents shall not submit information or pages either marked "proprietary" or otherwise restricted in any way.

**Special Provision** – There is one (1) attachment to this RFQ and is to be attached with the completed RFQ by respondent. **Attachment A – Insurance and Risk Management Requirements** 

#### **SCOPE OF SERVICES**

The purpose of the RFQ is to obtain the service of an agency qualified to handle the Destination Panama City account. Destination Panama City is seeking a full service marketing / creative / media buying / public relations firm with extensive experience in destination marketing.

Advertising, promotions and public relation efforts are targeted to, but not limited to, major domestic markets throughout North America.

The selected Contractor shall be the principal provider and / or advisor to Destination Panama City for the following related services:

- 1. Creation and development of creative advertising strategy and overall advertising campaign
- 2. Production and execution of advertising campaign
- 3. Evaluation of advertising (creative) campaign
- 4. Provide strategic recommendations / input to Destination Panama City annual media plan
- 5. Media planning and buying
- 6. Host of the Destination Panama City website, <a href="www.DestinationPanamaCity.com">www.DestinationPanamaCity.com</a> and any other sub sites that are owned by Destination Panama City.
- 7. Create advertising components that are consistent with print, online, television, radio, and social media campaigns.
- 8. Other related advertising / marketing related activities as directed.

Destination Panama City requires unique, innovative concepts and strategies that will produce quantifiable results.

The selected Contractor will work with Destination Panama City staff and should be able to suggest strategies to expand the impact of the branding and marketing campaign while allowing for the broadest possible exposure. Such strategies may include maximizing the usage of cooperative advertising as well as identifying promotional and public relations opportunities.

It is the intentions of Destination Panama City to have the selected Contractor explore possible joint-advertising programs which would pair Destination Panama City with travel-related advertisers such as, but not limited to, airline companies, automobile rental companies, consumer goods / corporate companies, and other hospitality-related ventures.

#### TERMS OF AGREEMENT

The term of this agreement is for two years, commencing January 1, 2019, with two additional one-year extensions.

#### TERMINATION AND NON-APPROPRIATION

<u>Termination</u> – Either party may terminate this agreement for failure of the other to fully perform a material obligation or covenant herein upon giving the non-performing party sixty (60) days notice.

<u>Non-Appropriation</u> – Performance of Destination Panama City of its obligations under this Agreement shall be subject to and contingent upon the monies from the tourist development tax collected in the Panama City Tourism Tax District being lawfully available appropriated and contracted to it by the Board of County Commissioners of Bay County, Florida, for such purposes. If at any time, or for any reason, these funds are not available, this agreement will be immediately terminated without penalty or future obligation.

#### **RESPONSE FORMAT**

The response must be submitted on  $8.5'' \times 11''$  paper, numbered, typed, with headings, sections and sub-sections identified appropriately. The response must be divided into sections, with references to sections of this RQ made on a section number / paragraphed number basis.

All respondents shall submit all required information at the time of the submission of responses. Failure to provide the required information will affect the evaluation of the response.

- 1. Transmittal Letter
  - a. The letter must be on official business letterhead of the organization proposing to become the Contractor. The letter is to transmit the Request for Qualifications and shall identify all material and enclosures being forwarded.
- 2. Organization Ownership and Management
  - a. Provide the name, address, and telephone number of the legal entity with whom the contract will be written and all trade names used.

- b. Provide the name, address, and telephone numbers of the organization's principal officers and other owners as well as subcontractors identified in the proposal.
- c. Identify type of business (sole proprietorship, partnership, corporation, etc.).
- d. If Contractor is a corporation, provide copy of the certification from Florida Secretary of State verifying Contractor's status and good standings must be provided; and in the case of out-of-state corporation, evidence of authority to do business in the State of Florida.
- e. Provide FEIN (Federal Employer Identification Number) of respondent or SSNs (Social Security Number) in the case of sole proprietorship or partnerships.
- 3. Organization's Structure and Experience
  - a. Provide an organizational chart of the organization, including contact points between the organization and Destination Panama City. Include all subcontractors to be employed on the project.
  - b. Disclose the organization's total number of employees, both full and part time.
  - c. Provide a short history of the organization and include a history of subcontractors to be employed on these projects.
  - d. Disclose the name(s) of the person(s) in the organization management who will work on the account and how much of his or her time will be spent on the account.
  - e. Provide a summary noting the qualifications and experience of each person who will work on the account as well as any subcontractors.
  - f. Provide hours of operation and staffing availability.
  - g. Describe the organization's experience in tourism, or directly related field. Include tourism experience of all subcontractors.
  - h. Identify any accounts the organization is handling which may be perceived to be in competition with Destination Panama City or which may pose a conflict of interest.
  - i. Provide examples of work developed by your creative team in each medium: print (magazine & newspaper), television, radio, collateral, direct mail and if available interactive media. This information should include standard objectives, target audience, strategy and results of each medium.
  - j. Describe the organizations' experience relative to promotion / marketing / advertising / public relations in international markets, specifically Canada.
  - k. Describe any experience in working with airlines and announcing new airline routes for an airport, if any.
  - I. Any additional information that respondent considers pertinent for consideration should be included in a separate section of the response.
- 4. Proximity to and familiarity with the City of Panama City, Florida
  - a. Describe familiarity with the City of Panama City, Florida
  - b. Identify travel times / airline availability for travel to the City of Panama City, Florida that would be used by respondent to demonstrate accessibility to the destination for business purposes.
- 5. Client Information for each Area of Concentration (Marketing / Creative, Media Buying, Public Relations, Website Management / Hosting)

- a. List your current clients in declining order of size and the years you have worked for them.
- b. Name the two most recent past clients. Have any of these terminations been due to agency non-performance? If so, explain.
- c. Provide names of any travel / tourism clients you now serve in any organization's office.
- d. Provide a list of accounts gained in the past two years and comment on why your organization was chosen to service these new accounts.

#### 6. Billing

- a. Provide methodology and options for pricing all projects that may be assigned through the contract term as it relates individually to advertising, creative, public relations, marketing services, and website maintenance & hosting.
- b. Identify percent (%) commission on media buys.

#### 7. Additional Information

a. Any additional information that respondent considers pertinent for consideration should be included in a separate section.

#### CONSIDERATION OF RESPONSES AND EVALUATION

#### SELECTION PROCESS

Destination Panama City President /CEO will receive responses from potential respondents in response to RFQ. Based on the responses to the criteria listed in the RFQ, the President / CEO will short list respondents for further consideration.

The short-listed respondents may be invited to make formal presentation(s) at specific time and place. Those respondents invited to make formal presentation will be asked to present samples of existing work, ideas and attitudes towards handling of this account, and specific concepts to achieve the maximum return possible.

Destination Panama City President / CEO, Chairman and Vice Chairman will evaluate the responses. Presentations, if requested, may be made during the monthly partner engagement meeting and/or before the Destination Panama City Board of Directors. The DPC Board of Directors will rank the respondents with whom negotiations shall be pursued, and engage in negotiations beginning with the most responsive / responsible respondent until a mutually agreeable contract is reached with one of the ranked respondents, until a proposed contract may be recommended by the President / CEO to the DPC Board of Directors for approval.

#### ATTACHMENT A – INSURANCE AND RISK MANAGEMENT REQUIREMENTS

#### DESTINATION PANAMA CITY DEFINED

The term Destination Panama City (wherever it may appear) is defined to mean the Panama City Community Development Council itself, its Board of Directors, Charter Officers, to the extent of their interests, and officers, employees, volunteers, representatives, and agents thereof.

#### RESPONDENT DEFINED

The term respondent means the person or entity which is a respondent to this Request for Qualifications, any subsidiaries or affiliates, officers, employees, volunteers, representatives, agents, consultants, and sub-consultants.

#### **INSURANCE**

Respondent shall provide the following described insurance, except for coverage specifically waived by the County, on policies with insurers acceptable to the County.

The insurance requirements shall not limit the liability of the respondent. Destination Panama City does not represent that these types and amounts of insurance are sufficient or adequate to protect respondent's interests or liabilities, but are merely minimums.

Except for Workers' Compensation and Professional Liability, respondent's insurance policies shall be endorsed to name Destination Panama City (PCCDC) as an additional insured to the extent of the County's interests arising from any contract or agreement between Destination Panama City and respondent.

Except for Workers' Compensation respondent waives its right of recovery against Destination Panama City or the County to the extent permitted by its insurance policy limits.

Respondent shall request that its insurers' policies include or be endorsed to include a severability of interest / cross liability provision so Destination Panama City will be treated as if a separate policy were in existence without increasing policy limits.

Respondent's deductible / self-insured retention shall be disclosed to Destination Panama City and the County and may be disapproved by Destination Panama City. They shall be reduced or eliminated at the option of Destination Panama City.

#### WORKERS' COMPENSATION COVERAGE

Respondent shall purchase and maintain Workers' Compensation insurance for all Workers' Compensation obligations imposed by State law and employers' liability limits at least \$100,000 each accident, and \$100,000 each employee / \$\%00,000 policy limit for disease. Respondent shall also purchase any other coverage required by law for the benefit of employees.

#### GENERAL, AUTOMOBILE AND EXCESS OR UMBRELLA LIABILITY COVERAGE

Respondent shall purchase and maintain coverage on forms no more restrictive than the latest additions of the Commercial General Liability and Business Auto policies of the Insurance Services Office.

Minimum limits of \$1,000,000 per occurrence for all liability, with the exception of automobile(s), must be provided, with excess or umbrella insurance making up the difference, if any, between the policy limits of underlying policies(including employers liability required in the Workers' Compensation Coverage section) and the amount of coverage required.

Commercial General Liability. A policy including, but not limited to, comprehensive general liability including bodily injury, personal injury, property damage in the amount of a combined single limit of not less than \$1,000,000. Coverage shall be provided on an occurrence basis.

### **BUSINESS AUTO LIABILITY**

Minimum amounts of \$500,000 per occurrence for Business Auto Liability coverage is to include bodily injury and property damage arising out of operation, maintenance or use of any auto, including owned, non-owned, and hired automobiles, and employee non-ownership use.

# WATERCRAFT / AIRCRAFT LIABILITY

If respondent(s) provision of services involves utilization of watercraft or aircraft, watercraft and / or aircraft liability coverage must be provided to include bodily injury and property damage arising out of ownership, maintenance or use of any watercraft or aircraft including owned, non-owned, and hired.

### **EXCESS OR UMBRELLA LIABILITY**

Umbrellas Liability is preferred, but an excess liability equivalent may be allowed. Whichever type of coverage is provided, it shall not be more restrictive than the underlying insurance policy coverage.

# PROFESSIONAL LIABILITY, MALPRACTICE AND / OR ERRORS OR OMISSIONS

Destination Panama City requires the following terms and types of insurance for professional, malpractice, and errors or omissions liability.

### **HOLD HARMLESS**

Destination Panama City and the County shall be held harmless against all claims for bodily injury, sickness, disease, death or personal injury or damage to property or loss of use arising out of performance of any agreement or contract between Destination Panama City or the County and the respondent, unless such claims are a result of Destination Panama City or the County's own negligence.

### PROFESSIONAL LIABILITY / ERRORS OR OMISSIONS

Respondent shall purchase and maintain professional liability or errors or omissions insurance with minimum limits of \$1,000,000 per occurrence.

If a claim made form for coverage is provided, the retroactive date of coverage shall be no later than the inception date of claims made coverage, unless the prior was extended indefinitely to cover prior acts.

Coverage shall be extended beyond the policy year, either by a supplemental extended reporting period (ERP) of as great a duration as available, and with no less coverage and with reinstated aggregate limits; or by requiring that any new policy provide a retroactive date no later than the inception date of claims made coverage.

# CERTIFICATES OF INSURANCE

Required insurance shall be documented in Certificates of Insurance which provide that Destination Panama City and the County shall be notified at least 30 days in advance of cancellation, non-renewal or adverse change.

New Certificates of Insurance are to be provided to Destination Panama City and the County at least 15 days prior to coverage renewals.

Panama City C	ommunity	<b>Development</b>	Council
dba D	estination	Panama City	
Ag	enda Item	Summary	

dba Destination Panama City  Agenda Item Summary					
1E:		2. MEETING DATE: May 8, 2018			
3. REQUESTED MOTION/ACTION: Authorize staff to obtain three (3) appraisals on the building located at 1000 Beck Avenue and negotiate a proposed purchase agreement that will be brought back to the Board for final approval.					
	5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: BUDGET ACTION: FINANCIAL IMPACT SUMMARY STATEMENT:	YES ☐ NO ☐ IF NO, STATE ACTION REQUIRED ☐ N/A			
	rion/Ac btain th	Agenda Item Summary  TION/ACTION: btain three (3) appraisals on the building located at agreement that will be brought back to the Board for fi  5. IS THIS ITEM BUDGETED (IF APPLICABLE)?:  BUDGET ACTION:			

6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)

Since establishment, the Destination Panama City Visitor's Center has been located in the historic bank building at 1000 Beck Avenue. Initially, President Vigil favored finding suitable accommodations along the Hwy 231 "gateway corridor". At the time, there were no viable options to host the center, with there being no commercial space between 1600-1800 sq ft that would not require extensive renovations. The initial plan was to stay two years at the 1000 Beck Avenue location and then potentially relocate to more ideal location.

Over the course of the last year, Ms. Vigil has spent time researching the trends in Visitor's Centers. At a recent conference there was a session that referenced the "empty visitor's center" and data that indicated with the advancements in technology, the "gateway" visitor's centers were becoming more of a public restroom facility than true information centers. There has also been great success by some of our sister destination marketing organizations that utilize the historic buildings in their destinations as visitor's centers. As an example, Amelia Island converted their old Train Depot (on the edge of their public marina) into their official visitor's center. They've been very successful at promoting the Visitor's Center as a true attraction that people seek out. Florida's Adventure Coast DMO fully staffs two visitor's centers on the east and west gateway sides of their city – one is a stand alone facility near the highway, the other is a satellite shop housed within the State Park. Other DMOs (destination marketing organizations) throughout the state/country are incorporating mobile information centers.

Given the upcoming FDOT plans in relation to potential widening of major arterial roadways and the lack of adequate buildings that would not require extensive facility and technological renovations; and with the expense of renting a building being burdensome and costly, staff recommends engaging the current owner of 1000 Beck Avenue, PMCat, Inc., to acquire the property. (Note: Visit PCB and Mexico Beach do not pay rent, sales tax, or property insurance in the buildings they occupy.)

Proposed Funding: FY18 payments into the Reserve for Contingency fund reached the \$500,000 target. Approximately, 10% (\$120k-150k) per year was paid into reserve until the target was met. There is also a projected \$440k carry over from prior years to FY19. Staff recommends paying a lump sum down payment not to exceed \$200k, and obtaining interest rate bids to finance the remainder of the balance over a 5-10 year period.

Even with the sizeable down payment and expeditious terms of repayment, the budget for Destination Panama

City will still increase by about \$90k per year since the target for Reserve for Contingency has already been met.
Staff believes the current location is a draw for locals and tourists; the extensive renovations completed by prior owners has shown to be a marvel for anyone that crosses through the doorway for the first time. In terms of location, it is ideal for in-market awareness. The vast majority of tourists to Bay County are staying on the west side of Hathaway Bridge. When they cross over into Panama City, the first area they come to that has a traditional downtown aesthetic is the Historic St. Andrews neighborhood. The current location serves as somewhat of a bounce point, where staff educates the visitors on Panama City and all of the historic and retail districts that can be found if they continue to travel East on Scenic 98 (Business 98) or North towards Panama City Mall.

Panama City Community Development Council dba Destination Panama City Agenda Item Summary				
1. PRESENTER NAME: Jennifer M. Vigil President & CEO		<ol> <li>MEETING DATE:</li> <li>5/8/18</li> </ol>		
3. REQUESTED MOTION/ACTION:  Approve the Amended By-Laws of the Panama City Community Development Council, Inc (dba Destination Panama City, and appoint Jennine Brown and Nirav Banker as the two new members of the Board of Directors.				
4. AGENDA  PRESENTATION PUBLIC HEARING CONSENT REGULAR	5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES DUDGET ACTION: FINANCIAL IMPACT SUMMARY STATEMENT:  DETAILED ANALYSIS ATTACHED?: YES NO	'ES □ NO □ IF NO, STATE ACTION REQUIRED □ N/A		
6 BACKGPOLIND: (WHY IS THE ACTION NECESSARY WHAT ACTION WILL BE ACCOMPLISHED (WHO WHERE WHEN & HOW)				

In 2014, the Panama City Community Development Council, Inc. By-Laws and Practices and Procedures Manual was adopted. Likewise in 2014, City of Panama City Ordinance 2539 was approved that identified the Board of City Commissioners of the City of Panama City the exclusive members of the Panama City Community Development Council, Inc Board of Directors. The composition of the original board was always meant to be a starting board for a newly organized entity. The desire was always to expand the board to include tourism partners.

As discussed in previous meetings, the plan for expansion is incremental with two tourist development tax collector partners (one larger partner with over 100 rooms, and one small partner with under 100 rooms in inventory) being added to the five elected City officials. Then the following year, two elected officials will be removed and two other tourism partners will be added maintaining the number of board members at seven (7).

Attached is final version and a tracked changes version of the By-Laws. Upon Approval, this document will have to go to the City of Panama City Commission, the Bay County Tourist Development Council, and the Bay County Board of County Commissioners.

In conferring with the collector tourism partners, the General Manager of the Holiday Inn, Jennine Brown, is the preferred large collector board member; and the Owner/Operator of the Rodeway Inn, Nirav Banker, is the preferred small collector board member. The appointment of these board members also offers representation from the two main lodging corridors.

Staff recommends approval of the By-Laws with changes to Board Composition & Terms, Officer selection, minimum Quorum, and the appointment of Jennine Brown and Nirav Banker as collector members effective as of July 24, 2018.

# PANAMA CITY COMMUNITY DEVELOPMENT COUNCIL, Inc.

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# **BY-LAWS**

# And

# PRACTICES ANDPROCEDURES MANUAL

Adopted , 2014Adopted May 8, 2018.

Approved by the City Commission of the City of Panama City, November 18, 2014.

Approved by the Bay County Tourist Development Council, 2014

Approved by the Bay County Board of County Commissioners, 2014

### 1.000 GENERAL

## 1.100 STATEMENT OF ORGANIZATION

Pursuant to the Local Option Tourist Development Act, Section 125.0104, Florida Statutes, the Board of County Commissioners of Bay County, Florida (the "County" or "BOCC"), has established the Bay County Tourist Development Council (the "TDC"), imposed a Tourist Development Tax, approved a Tourist Development Plan for Panama City in pursuant to the mission set forth in 1.500, and, in concert with the Council itself and the City of Panama City, established the Panama City Community Development Council, Inc., (the "PC\_CDC"). The PC\_CDC, through an annual contract with the BOCC, has the express responsibility of executing the destination marketing activities for the greater Panama City Beaches on behalf of the Board and Council.

### 1.200 NAME

"Panama CityCommunity Development Council" or "PC\_CDC." The PC\_CDC may adopt a fictitious name to complement its marketing efforts.

### 1.300 LOCATION OF OFFICE

The PC\_CDC shall have such offices within the City of Panama City as the PC\_CDC may from time to time determine to be necessary.

## 1.400 LEGAL AUTHORITY

Incorporated as a Florida not-for-profit corporation and recognized under IRS guidelines as a 501(c)6 qualified organization, the PC\_CDC's legal authority for serving as the tourism promotion agency for Panama City and discharging its mission is found under Section 125.0104(9), *Florida Statutes*; County Resolution No. \_\_\_\_\_\_14-21\_the PC\_CDC's Articles of Incorporation, the annual Agreement for Marketing and Promotional Services between the PC\_CDC and the County; and Chapter 617, *Florida Statutes* (not-for-profit corporations).

### 1.500 MISSION AND EXECUTION

- (a) The mission of the PC\_CDC is to promote a positive image for Panama City, increase tourism, and coordinate the marketing efforts of the total tourism community.
- (b) The PC\_CDC\_shall prepare an annual budget and a program of work to promote and market the Panama City, initially focusing upon Downtown, St. Andrews and Millville. The budget and program of work will outline the PC\_CDC's plans to attract tourists through market research, advertising and public relations efforts, as well as through both conducting and supporting special events, and developing or assisting in the development of capital projects whose predominate purpose is the attraction of tourists.
- (d) The PC\_CDC shall serve as the official Destination Marketing Organization for the Panama City area to promote and market tourism there.
- (e) The PC\_CDC Board of Directors shall establish PC\_CDC policies and the strategic direction.

# 2.000 PC\_CDC BOARD MEMBERS, OFFICERS AND STAFF

# 2.100 PC\_CDC BOARD COMPOSITION AND VACANCIES

## 2.200 OFFICERS

TheMayor and Vice-Mayor of the City Commission shall serve, ex officio, as the Chairperson and Vice-Chairpersonof the PC\_CDC Board of Directors. The PC\_CDC Board of Directors shall elect from among their number—members a Chairman, Vice Chairman and a Secretary/Treasurer—who shall not be the Mayor or Vice Mayor. The Chairman of the Board of Directors shall preside at all meetings of the Board and shall have the general supervision of the affairs of the Board. In the absence of the Chairman, the Vice-Chairman shall act in the place and stead of the Chairman. The Chairman in the absence of the President/CEO, and the Vice-Chairman in the absence of the President/CEO and the Chairman shall act as an executive officer of the Corporation in the place and stead of the President/CEO. Additionally, the Board of Directors may, but shall not be obligated to, specify by resolution certain executive acts requiring the joint action of two of the three of the President/CEO, the Chairman and the Vice Chairman. The Secretary/Treasurer shall maintain or cause to be maintained the seal and books and records of the Corporation and, as may be designated by the Board of Directors, approve expenditure of corporate funds.

### 2.300 PRESIDENT/CEO

The PC\_CDCPresident/CEO is employed by, and reports exclusively to the PC\_CDC Board of Directors. The President/CEO is responsible for the operation of the PC\_CDC and the implementation of the PC\_CDC's program of work within the approved budget.

# 2.400 ADMINISTRATIVE STAFF

The President/CEO will make recommendations to the PC\_CDC\_Board of Directors regarding staffing requirements, including all positions and corresponding salary ranges. The President/CEO shall hire, <u>terminate</u>, <u>and manage</u> on behalf of the PC\_CDC, the appropriate staff for the positions approved by the PC\_CDC Board of Directors.

# 2.500 INDEMNIFICATION

In consideration of service to it, the Corporation agrees to defend, indemnify and hold harmless any person made or threatened to be made a party to any action or proceeding, whether civil or criminal, by reason of the fact such person (or that person's ward, testator or intestate) is or was a Board member or an officer of the Corporation, or serves or served any other corporation, entity, subordinate agency or organization in any capacity at the request of the Board of Directors while such a Board member or officer of the Corporation, from and against liability or loss that such person may sustain as a result of claims, demands, costs, judgments, fines or amounts paid in settlement upon approval of the Board of Directors, including reasonable attorney's fees and costs of investigation, whether suit be filed or not and including appeal, arising from or in any way associated with such person's service or tenure as such Board member or officer of the Corporation. staff for the positions approved by the PC\_CDC Board of Directors.

### 3.300 BOARD MEETINGS

#### 3.100 REGULAR

The PC\_CDCBoard of Directors shall establish regular meeting sessions and shall conduct its business in the manner hereinafter described.

# 3.200 SPECIAL

A Board meeting may be called by the Chairperson, the Vice Chairperson, by three (3) PC\_CDCBoard members or by the President/Chief Executive Officer of the PC\_CDC..

# **3.300 QUORUM**

Three (3Four (4) PC\_CDC Board Members shall constitute a quorum of the PC\_CDC Board for purposes of conducting business.

# 3.400 FREQUENCY AND DURATION

The PC\_CDC Board of Directors shall meet on an as needed basis, but not less than once per quarter, unless the Chairperson shall determine on occasion that the absence and inconvenience of the members outweighs the necessity of the matters to be considered, and may call special meetings as the need arises. The duration of each meeting will vary according to need.

### 3.500 LOCATION

PC\_CDC Board of Directors meetings will be held in such locations within the City of Panama City as the PC\_CDC Board of Directors may from time to time determine.

### 3.600 AGENDA

- (a) A suggested agenda shall be prepared for each board meeting by the President/CEO in consultation with the Chairperson. Items may be placed on the agenda by any PC\_CDC Board member. Agenda items must be submitted by Wednesday morning the week prior to a regularly scheduled meeting.
- (b) The agenda will normally contain a public participation item during which members of the public may address the PC\_CDC Board of Directors subject to constraints of available time.
- (c) The agenda will normally contain a President's Report as an agenda item.

# 3.700 RULES OF PROCEDURE

Meetings of the PC\_CDC Board of Directors will be conducted in a manner to permit the greatest possible participation by all board members and the interested public. Roberts Rules of Order will serve as a guide to conduct the PC\_CDC Board of Directors' business but shall not bind the board.

# **3.800 MINUTES**

Written minutes shall be kept of each PC\_CDC Board of Directors meeting.

## 3.900 NOTICE TO PUBLIC

Times and places of all PC\_CDC meetings shall be given to public media. It shall be sufficient to notify such media of the times and places of regularly scheduled meetings and to give reasonable notice of other meetings.

### 4.000 AD HOC COMMITTEES

### 4.100 CREATION AND APPOINTMENTS

The Chairman of the Board of Directors may create ad hoc committees for a stated purpose comprised of at least one board member and such other persons as he or she may deem appropriate. The committee and all appointments shall expire at the expiration of the Chairman's then current term, regardless of whether the Chairman is re-elected to serve a consecutive term.

### 4.200 STATUS OF COMMITTEES.

All committee meetings of the PC\_CDC Board of Directors and their records shall be treated as public meetings and records under the Florida open government laws.

### 5.000 CONVENTION AND VISITOR BUREAU EXPENDITURES

# 5.100 PC CDC POLICIES

PC\_CDC\_staff shall abide by the policies and procedures, as established and amended from time to time by the PC\_CDC Board of Directors. These policies may include, but are not limited to: Cooperative Marketing Policies, Operational Policies, Personnel Policies, Purchasing and Budget Expenditure Policies, and Travel Policies.

### 5.200 PROGRAM OF WORK AND BUDGET DETAIL

The PC\_CDC President/CEO shall prepare an annual program of work and budget to execute the program of work, in such detail as the PC\_CDC Board of Directors or the TDC or the BOCC shall request.

# 5.300 PROGRAM OF WORK AND BUDGET APPROVAL

The PC\_CDC program of work and annual budget shall be approved by the PC\_CDC Board of Directors during its routine budget process.

# 5.400 ANNUAL AGREEMENT FOR MARKETING AND PROMOTIONAL SERVICES

Upon approval by the PC\_CDC Board of Directors and pursuant to the TDC Resolution 14-5, the PC\_CDC President/CEO shall present the program of work and budget to the TDC for review and recommendation and then to the BOCC for approval and

incorporation into the annual Agreement for Marketing and Promotional Services between the County and the PC\_CDC.\_That agreement shall be administered for the PC\_CDC by the President/CEO and for the County by the County Manager or his designee.

## 5.500 CHANGES TO THE PROGRAM OF WORK AND BUDGET AMENDMENTS

The PC\_CDC Board of Directors may amend the PC\_CDC's program of work and the corresponding departmental budgets to more effectively execute the PC\_CDC's mission and strategic plan. Amendments that constitute a material change in the program of work approved by the County in its approval of the annual Agreement for Marketing and Promotional Services shall require the County's concurrence. The PC\_CDC President/CEO shall review any amendments to the program of work with the County's designated administrator of the Agreement for Marketing and Promotional Services to determine if the change is material. If the change is deemed to be material, the PC\_CDC President/CEO shall seek approval from the County.\_The PC\_CDC President/CEO may shift funds within PC\_CDC departments as needed to execute the approved program of work. Changes to departmental budgets require approval of the PC\_CDC Board of Directors.

End.

# PANAMA CITY COMMUNITY DEVELOPMENT COUNCIL, Inc.

\_\_\_\_

# **BY-LAWS**

# And

# PRACTICES ANDPROCEDURES MANUAL

Adopted May 8, 2018.

Approved by the City Commission of the City of Panama City, .

Approved by the Bay County Tourist Development Council

Approved by the Bay County Board of County Commissioners

### 1.000 GENERAL

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# 2.000 PC\_CDC BOARD MEMBERS, OFFICERS AND STAFF

# 2.100 PC\_CDC BOARD COMPOSITION AND VACANCIES

As prescribed by the Charter of the PC\_CDC and City of Panama City Ordinance No. 2652, the members of the City Commission of the City of Panama City shall serve, *ex officio*, and without compensation, as members of the Board of Directors of the PC\_CDC. The elected members of the City Commission shall be joined by one large collector partner (defined as having more than 100 rooms in inventory) and one small collector partner (defined as having fewer than 100 rooms in inventory) to serve as the PC\_CDC Board of Directors. The term of elected members of the board run concurrent with their service of public office. The appointment, removal, or replacement of the collector members of the board is at the pleasure of the majority of the board.

#### 2.200 OFFICERS

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at the request of the Board of Directors while such a Board member or officer of the Corporation, from and against liability or loss that such person may sustain as a result of claims, demands, costs, judgments, fines or amounts paid in settlement upon approval of the Board of Directors, including reasonable attorney's fees and costs of investigation, whether suit be filed or not and including appeal, arising from or in any way associated with such person's service or tenure as such Board member or officer of the Corporation. staff for the positions approved by the PC\_CDC Board of Directors.

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PC\_CDC by the President/CEO and for the County by the County Manager or his designee.

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End.

Panama City Community Development Council dba Destination Panama City Agenda Item Summary				
1. Presenter Name:		2. MEETING DATE:		
Jennifer M. Vigil President & CEO		5/8/18		
3. REQUESTED MOTION/ACT	TION:	0,0,10		
Board appoint three individuals to the Performance Evaluation Committee of the President & CEO; Chairman Nichols, Secretary Brudnicki, and either Jennine Brown or Nirav Banker.				
4. AGENDA	5. IS THIS ITEM BUDGETED (IF APPLICABLE)?: YES  NO IF NO, STATE ACTION REQUIRED NA			
PRESENTATION	BUDGET ACTION: FINANCIAL IMPACT SUMMARY STATEMENT:			
REGULAR 🗵	DETAILED ANALYSIS ATTACHED?: YES NO			
6. BACKGROUND: (WHY IS THE ACTION NECESSARY, WHAT ACTION WILL BE ACCOMPLISHED, (WHO, WHERE, WHEN & HOW)  Per the employment contract President & CEO Jennifer Vigil, "No later than July 1st of each year Vigil is employed hereunder, the PC_CDC Board of Directors shall appoint an evaluation committee consisting of three persons, at least two of whom shall be PC_CDC Directors which have served at least one year with Vigil, to meet with Vigil to evaluate her performance of the Contract and consider cost of living and merit increases in Vigil's salary. The evaluation committee's recommendations on all these matters shall be returned to the Board of Directors no later than September 1st of that same year."				
The contract allows up to a ten percent (10%) raise for cost of living and merit increases and also reserves the right to withhold any annual cost of living and merit pay increase based upon economic conditions or any other factor.				
Staff recommends Chairman Nichols, and Secretary & Treasurer Brudnicki be the PCCDC Directors assigned to the committee and Jennine Brown or Nirav Banker (both TDT Collectors) be assigned to the committee.				
Although not required, Vigil has met annually with every member of the Board of Directors in regards to evaluations and plans to continue to meet with the full board to ensure all ideas, concerns, and opportunities are understood.				
During the regular quarterly meeting of the Board in October 2018, the completed evaluations will be made available and the board will collectively decide on the cost of living and merit increase for Vigil.				