

DESTINATION PANAMA CITY
SCHEDULED MEETING
December 11, 2018

9:00 A.M. (approx. – immediately following the Community Redevelopment Association meeting which follows the Regular City Commission Meeting and/ CRA Meeting)
Bay County Government Complex – 840 West 11th Street, Panama City, FL 32401

- 1) Roll Call
- 2) Acceptance of Financial Report Period Ending October 31, 2018
- 3) Approval of Minutes – August 28, 2018
- 4) Acceptance of Tourist Development Tax Reports
 - a) September 2018
 - b) October 2018
- 5) President Report
 - a) Cancelled Meetings – Regular Meeting of October 23, 2018 and Workshop Meeting of November 5, 2018.
 - b) Marketing & Public Relations Assistance Update
 - c) Event Grant Sponsorships Update
 - d) ESF18 Function – Now Open on Website
 - e) Post disaster Campaign – *“Postcards from Panama City, Florida”*
 - f) Navionics Remapping efforts
 - g) Explore Northwest Florida – Nashville Trade Show
 - h) Destinations International –
 - i) DMAP Task Force
 - ii) Small DMO Task Force
 - i) Damage to Official Visitor’s Center
- 6) Future of Official Visitor’s Center
- 7) Next Meeting – January 8, 2019
- 8) Public Participation
- 9) Adjournment

Agenda Item 2.
Acceptance of Financial Report - Statement of Net Position,
10-2018

Requested Motion:
Move to accept the Financial Report - Statement of Net
Position dated October 2018 as presented.

Panama City Community Development Council, Inc.
Statement of Net Position, **UNAUDITED**
October 31, 2018
Interim financial reporting; for internal management use only

Assets

Cash and cash equivalents	\$ 113,934
Accounts receivable	57,719
Equipment & furniture	2,662
Allowance for depr/amort	(665)
Total assets	<u>173,650</u>

Liabilities and Net Position

Liabilities:

Accounts payable	\$ (4,200)
Accrued other liabilities	(4)
Deposits	100,000
Total liabilities	<u>95,796</u>

Net position:

Unrestricted net position	77,854
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Total liabilities and net position	<u>\$ 173,650</u>
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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 October 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	\$ 1,408,301	\$ -	\$ 1,408,301	\$ 108,497
Bay County Carry Forward Revenue	663,300		663,300	-
Advertising revenue PC CDC	-	-	-	250
Total intergovernmental	<u>2,071,601</u>	<u>-</u>	<u>2,071,601</u>	<u>108,747</u>
Miscellaneous:				
Investment/Interest earnings	-		-	123
Miscellaneous	-		-	-
Event booth rentals	-		-	300
Sponsorship revenue	-		-	1,800
Merchandise sales	-		-	-
Total miscellaneous	<u>-</u>		<u>-</u>	<u>2,223</u>
Total Revenues	<u>2,071,601</u>	<u>-</u>	<u>2,071,601</u>	<u>110,970</u>
Expenses:				
Personal services	326,218		326,218	27,165
Operating expenses:				
Professional Services	20,000		20,000	-
Accounting & Auditing	23,500		23,500	-
Other Contractual Svcs	10,000		10,000	-
Other Contractual Svcs Dues	171,400		171,400	20,250
Travel and Per Diem	23,000		23,000	-
Non-staff Travel Expenses	8,000		8,000	-
Communication Services	8,000		8,000	-
Freight & Postage Service	22,000		22,000	-
Utility Services	6,500		6,500	-
Rental & Leases	41,000		41,000	2,500
Insurance	8,500		8,500	-
Repairs & Maintenance Svc	5,000		5,000	15,000
Printing & Binding	75,000		75,000	-
Promotional Activities	750,000		750,000	42,569
Other Current Charges	15,000		15,000	25
Office Supplies	2,500		2,500	-
Operating Supplies	15,000		15,000	300
Books Publications Memberships	35,000		35,000	5,217
Training	7,000		7,000	-
Operational Reserve For Contingency	82,682		82,682	-
Capital Outlay:				
Buildings	413,301		413,301	-
Machinery & Equipment	3,000		3,000	-
Total Expenses	<u>2,071,601</u>	<u>-</u>	<u>2,071,601</u>	<u>113,026</u>
Net change in net position	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ (2,056)</u>
Net position-beginning of year				<u>79,910</u>
Net position-end of year				<u>\$ 77,854</u>

Final audited balances may vary from interim financial reports.

Agenda Item 3.
Approval of Minutes - Meeting August 28, 2018

Motion Requested:
Move to approve Minutes of August 28, 2018 Meeting as presented.

MINUTES
PANAMA CITY
COMMUNITY DEVELOPMENT CORPORATION, INC
DESTINATION PANAMA CITY
PCDPC
August 28, 2018

9:37 AM Commission Meeting Room City Hall
840 W 11th Street, Panama City, FL 32401

Chairman Nichols called the meeting to order at 9:07 AM CEO Jennifer Vigil called the roll; in attendance were: Chairman Mike Nichols, Greg Brudnicki, Billy Rader, Nirav Banker, Jennine Brown, and Kenneth Brown. Also present: Darlene Hachmeister, City Clerk/Treasurer.

Acceptance of Financial Report Period Ending July 31, 2018: Ms. Hachmeister presented the report. Mr. Brudnicki made the motion to approve the Financial Report and Mr. Rader seconded. Motion passed 6-0.

Approval of the Minutes: Mr. Brudnicki made the motion to approve May 08, 2018 the minutes and Mr. Brown seconded. Motion passed 6-0.

Acceptance of Tourist Development Tax Reports: Ms. Vigil presented the reports. Mr. Brudnicki made the motion to approve the Tourist Development Tax Reports and Mr. Brown seconded. Motion passed 6-0.

Approval of Market and Social Media RFQ Short List: Ms. Vigil presented the short list representing the top five agencies as ranked by staff. She also proposed an additional meeting on November 5th, 2018 to meet with the agencies on the short list in order to allow them to present to the board. Mr. Brudnicki made the motion to approve the additional meeting and Mr. Brown seconded. Motion passed 6-0.

Event Grant Sponsorships:

Ms. Vigil presented the events that included:

- A. Strummin' Man Ukulele Festival** – Mr. Brudnicki made the motion to approve the event grant sponsorship and Mr. Brown seconded. Ms. Brown abstained from voting due to a potential conflict of interest. Motion passed 5-0.

- B. Stars and Guitars** - After initial discussion, the sponsorship was increased to \$15,000. Mr. Brudnicki made the motion to approve the event grant sponsorship and Mr. Brown seconded. Ms. Brown abstained from voting due to a potential conflict of interest. Motion passed 5-0.
- C. Panama City Songwriters Festival** – Mr. Brudnicki made the motion to approve the event grant sponsorship and Ms. Haligas seconded. Motion passed 6-0.
- D. Panama City POPS - Seasonal Sponsorship** - Mr. Brudnicki made the motion to approve the event grant sponsorship and Mr. Rader seconded. Motion passed 6-0.

FY19 Proposed Budget & Media Plan: Ms. Vigil presented the proposed budget and media plan. Mr. Rader made the motion to approve the proposed budget and media plans and Mr. Brown seconded. Motion passed 6-0.

President & CEO Performance Evaluation: Ms. Vigil presented her evaluation results as completed by members of the board. Mr. Brudnicki made the motion to approve the results of the evaluation and Mr. Brown seconded. Motion passed 6-0.

President Report: Ms. Vigil updated the Board on the following issues: gateway signage, the building acquisition of 1000 Beck Avenue, and updating MOUs

Next Quarterly Meeting – January 22, 2018: The next regularly scheduled meeting of the PCCDC will be on January 22, 2018.

Next Workshop Meeting – Marketing & Public Relations RFQ Respondent Presentations - November 5, 2018: The next workshop meeting for the PCCDC will be on November 5, 2018.

Public Participation: There was no discussion at this time.

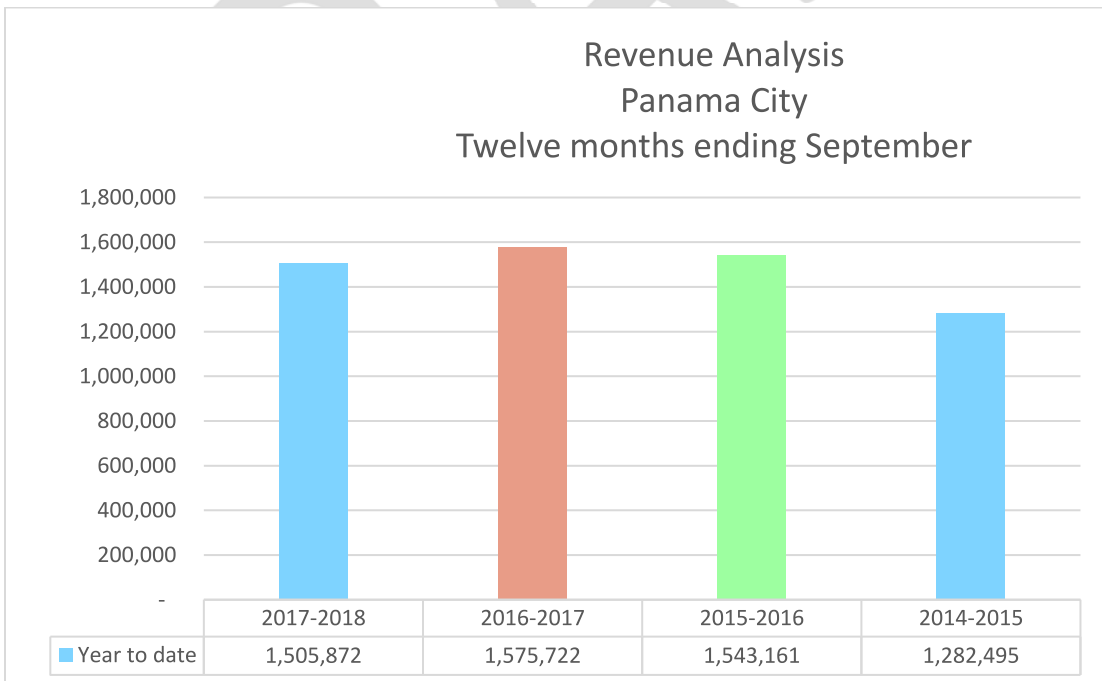
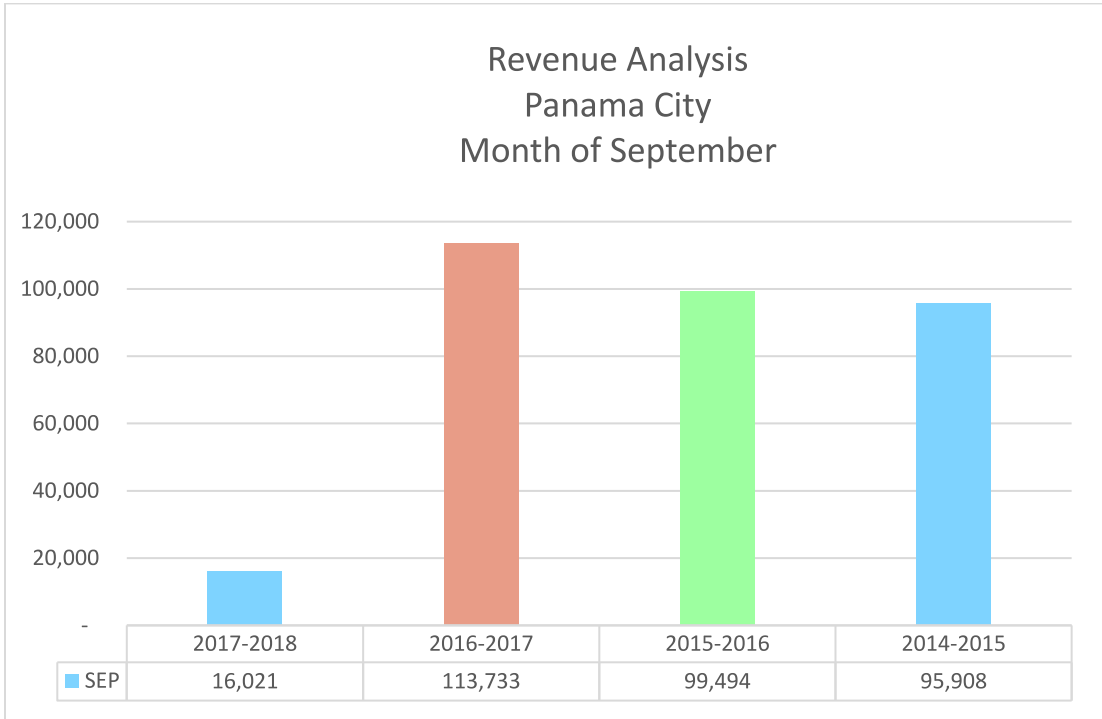
Meeting adjourned at 10:20 AM

Agenda Item 4.
Accept Tourist Development Tax Revenue Reports

Requested Motion:
Move to accept the tourist development tax revenue reports as presented.



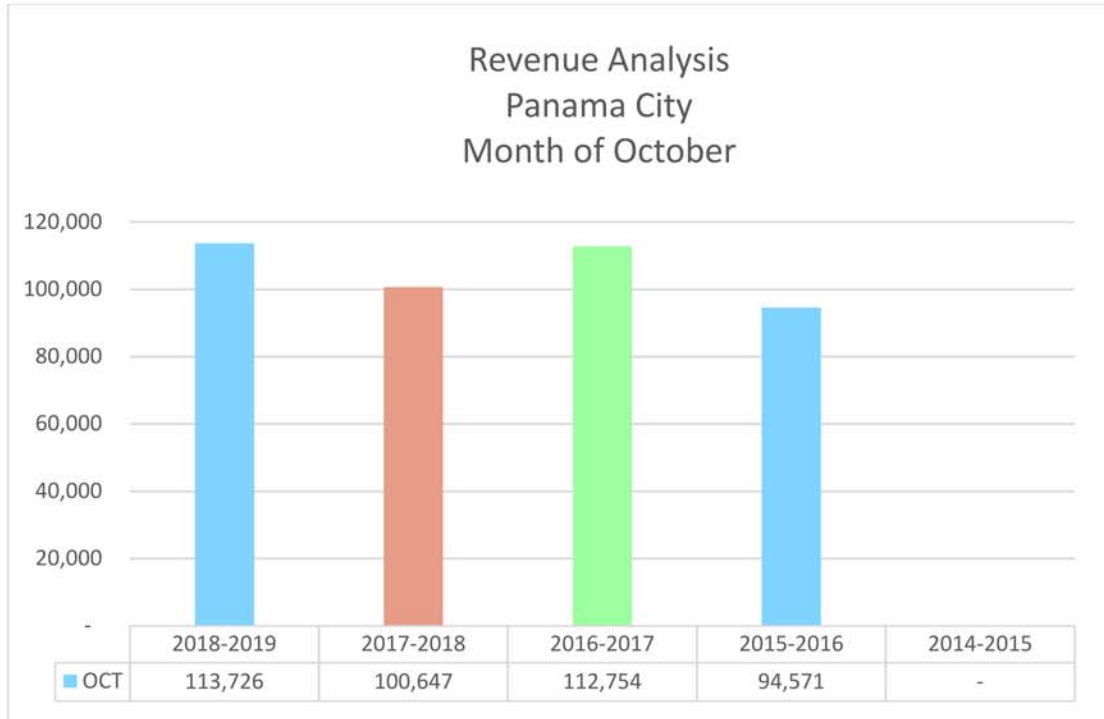
Tourist Development Tax, Bay County, Florida



Bay County Tourist Development Tax, Post Office Box 1230, Panama City, Florida 32402
Express Delivery: 228 E. Fourth Street, Panama City, Florida 32401
Phone: (850) 747-5226 Fax: (850) 747-5212
Visit us at: <https://TDC.BayCoClerk.com/TouristTax/> Email: TDC@BayCoClerk.com



Tourist Development Tax, Bay County, Florida



EXPLORE NORTHWEST FLORIDA

2019 Spring Season Trade Show Line Up

	Show Name	Attendee 1	Attendee 2	Depart	Set-up	2019 Show Date	Return	Booth #	Website/Show Information
1	Boot Dusseldorf, Germany	Jason Cutshaw	N/A	16th	18th	January 19-27	29th	Visit FL	boat-duesseldorf.com
2	Atlanta Camping & RV Show	Ben Chandler	N/A	23rd	24th	January 25-27	28th		atlantarvshow.com
3	Nashville RV Supershow	Pam Fuqua	Jenifer Vigil	23rd	24th	January 25-27	28th	842-843	10times.com/nashville-rvsuper-show
4	New York Times Travel Show	Bruce Ballister	N/A	23rd	24th	January 25-27	28th	849	nytravelshow.com
5	Houston RV Show	Anne Glick	Betty Webb	4th	5th	February 6-10	11th	3303-04	houstonrvshow.com
6	Chicago RV & Camping Show	Bruce Ballister	Richard Fetchick	5th	6th	February 7-10	11th		chicagorvshow.com
7	Toronto Outdoor Adventure	Pam Fuqua	Olivia Smith	20th	21st	February 22-24	25th	381	outdooradventureshow.ca/toronto
8	Canoecopia Madison WI	Allara Gutcher	N/A	6th	7th	March 8-10	11th	Q1	canoecopia.com
9	Ottawa Outdoor Travel Show	Pam Fuqua	Allara Gutcher	4th	5th	April 6-7	8th		10times.com/the-outdoor-show
	Travel expenses will be reimbursed.								
	Each attendee should make their own travel arrangements (transportation and lodging) - visit website for recommended hotels.								
	Meals are based on Florida travel voucher per diem rates: \$6 Breakfast \$11 Lunch \$19 Dinner or actual reasonable cost with receipts.								
									As of 12-3-2018

Agenda Item 6.
Future of Visitor's Center

Staff requests board to conduct discussion and provide guidance regarding Official Panama City Visitor's Center