**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 isa 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 5th 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**