**MINUTES**

**PANAMA CITY**

**COMMUNITY DEVELOPMENT CORPORATION, INC**

**DESTINATION PANAMA CITY**

**PCDPC**

**May 8, 2018**

**9:58 AM Bay County Commission Chambers**

**840 West 11th Street Panama City, FL**

**Chairman Nichols called the meeting to order at 9:58 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 03/31/2018:** Financial Update: Darlene Hachmeister presented the Financial Update for the period ended March 31, 2018: total Assets $186,811 including $164,754 in Cash, Accounts Receivable from Bay County $20,059, 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 $54,464. Mr Brudnicki made the motion to approve and Mr Rader seconded. Motion passed 5-0.

**Acceptance of FY17 Audit as presented:** Destination Panama City contracts with Carr, Riggs & Ingram (CRI) for annual auditing services. The FY17 Audit has been completed and reviewed by staff, the City Clerk and Board Member Brudnicki. Mr Rader made the motion to approve and Mr Brown seconded. Motion passed 5-0.

**Acceptance of Tourist Development Tax Collection and Short Term Gross Sales Revenue as presented:** The Bay County Clerk of Court is the collection agency for the remitted tourist development taxes. The Clerk’s TDT Office reports to DPC the current collections and trends for the County. Destination Panama City presented an internal tax revenue report and reviewed the accompanying Panama City Gross Revenue report. Mr Brudnicki made the motion to approve and Mr Brown seconded. Motion passed 5-0.

**Approval of the Minutes:** Mr Brudnicki made the motion to approve the January 23, 2018 minutes as presented and Mr Rader seconded. Motion passed 5-0.

**Approve proposed Marketing & Public Relations RFQ and authorize DPC advertise of services:** Destination Panama City has operated under the tourism report adopted in December 2015. Robin Malpass & Associates and Lou Hammond Group were both instrumental in the development of the tourism report. While DPC is pleased with the performances of both agencies, staff had prepared a Request for Qualifications (RFQ) and requested board approval to advertise. Current marketing and public relations contracts do not expire until December 2018. DPC staff will review all submittals and deliver a list of the top three firms to the board. Each of the top three will present to the board at a special meeting in November 2018. Mr Brudnicki made the motion to approve and Mr Brown seconded. Motion passed 5-0.

**Authorize staff to obtain three appraisals for 1000 Beck Avenue:** Destination Panama City has operated from 1000 Beck Avenue since its establishment. Originally, CEO Vigil sought a location along the Hwy 231 “Gateway Corridor” but research has shown that “gateway” visitors’ centers are becoming more of public restroom facilities than true information centers. Given the success of the current location and citing the FDOT plans to widen the major arterial roadways and a lack of adequate buildings that would not require extensive renovations, CEO Vigil would like to get appraisals and negotiate a purchase price with the owner PMCat, Inc. Funding will consist of a lump sum down payment not to exceed $200,000 and finance the remaining balance over a 5-10 year period. Mr Brudnicki made the motion to approve and Mr Brown seconded. Motion passed 5-0.

**Approval of the Amended By-Laws and appoint Jennine Brown and Nirav Banker as the two new members of the Board of Directors:** In 2014 the Panama City Development Council, Inc’s By-Laws and Practices and Procedures Manual was adopted and City of Panama City Ordinance 2539 was approved that identified the Panama City’s Board of City Commissioners as the exclusive members of the Panama City Development Council Inc Board of Directors. As discussed in previous meetings, the plan for expansion is incremental with tow tourist development collector partners (one larger lodging partner with over 100 rooms and one smaller lodging partner with under 100 rooms in inventory) being added to the five elected City officials. The year following, two elected officials will be removed and replaced by two other tourism partners, maintaining the number of board members at seven. Upon approval from this board, the changes will have to be approved by the City of Panama City Commission, the Bay County Tourist Development Council and the Bay County Board of County Commissioners. CEO Vigil has identified Jennine Brown, General Manager of Holiday Inn as the large collector board member and Nirav Banker, Owner/Operator of Rodeway Inn as the small collector board member. Mr Brudnicki made the motion to approve the changes and Ms Haligas seconded. Motion passed 5-0. Mr Rader made the motion to approve Jennine Brown and Nirav Banker as the two new board members effective July 24, 2018 and Mr Brown seconded. Motion passed 5-0.

**Approval of CEO Performance Evaluation Committee:** Pursuant to CEO Vigil’s Employment Contract a performance evaluation committee must be selected prior to July 1st each year to complete one on one evaluation and to provide recommendations regarding salary merit and cost of living increases. Mr Rader made the motion to approve Mr. Brudnicki, Mr. Nichols, and Ms. Jennine Brown to evaluation committee. Mr. Kenneth Brown seconded. Motion passed 5-0.

Approval of Board Officers: Chairman Nichols stated that Board Officers had not been identified when the motion was made to approve By-laws and two new collector members. Mr. Brown made the motion to have Mr Nichols continue as Chairman and Mr Brudnicki continue as Secretary Treasurer. Mr Rader seconded. Motion passed 5-0.

**President Report: CEO Vigil verbally updated board on various project, activities, and quarterly accomplishments.**

**Next Quarterly Meeting – October 23, 2018**

**Public Participation:** There was no public participation.

**Meeting adjourned at 10:51 am**