**MINUTES**

**PANAMA CITY**

**COMMUNITY DEVELOPMENT CORPORATION, INC**

**DESTINATION PANAMA CITY**

**PCDPC**

**October 24, 2017**

**9:46 AM Commission Meeting Room City Hall**

**9 Harrison Avenue Panama City, FL**

**Chairman Nichols called the meeting to order at 9:46 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 9/30/2017:** Financial Update: Darlene Hachmeister presented the Financial Update for the period ended September 30, 20107: total Assets $146,770, including $122,391 in Cash, Accounts Receivable from Bay County $21,849, Equipment & furniture of $2,663 and Allowance for depreciation/amortization -$133. Total revenue was $1,932,467 and total expense was $1,990,609 net change in position -$20,620. Vigil added that the Clerk of Court has changed the way they report the revenue; instead of reporting the total revenue they are now only reporting our expenses which is why the balance is a negative number. 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 August 22, 2017 minutes as presented and Mr Brown seconded. Motion passed 5-0.

**Tourism Tax Report:** Each month the Clerk of Court prepares Tourist Development Tax collections reports. As noted in prior meetings, the reported TDT collection was not in line with the private sector data collection, Smith Travel Research (STR) reports. After much investigation, the Clerk of Court agreed to produce a special report for the City of Panama City, as our market is predominantly comprised of hotel lodging partners that often entertain groups with tax exemption status. Due to the large number of tax-exempt guests, the gross rental receipts are often in conflict with the trend of TDT collection.

Staff attached the Monthly Tourist Development Tax analysis; showing tourist development tax collections are ahead of projections for this period and overall for the year. The month of August showed an increase in TDT collections of 14.11% and an annual increase of 1.27% over last year. The second report shows the gross rental receipts for just our hotel lodging partners; and that indicates a 12.41% increase for August, but an overall total annual increase of 5.54% over last year**.** Mr Brudnicki made the motion to approve and Mr Brown seconded. Motion passed 5-0.

**Staff Performance Evaluation:** On July 25, 2017, the Board approved a staff performance evaluation form and agreed to alter the Personnel Policy Manual to assign the President & CEO of the Panama City Community Development Council (dba Destination Panama City), to complete the performance reviews of the agency employees. Upon approval of the new fiscal budget, CEO Vigil, has prepared a recommended merit increase based on the performance evaluation scores of staff. The approved staff level performance evaluation form has twelve categories. An employee can receive any of the four rankings in each category; E=Exceeds, M=Meets, N=Needs Improvement, U=Unsatisfactory. CEO Vigil requests the following merit increase plan be adopted: Convert the E, M, N, U to 4,3,2,1 for the purpose of calculating averages. An employee with an average >=3.5 will receive a 10% increase. An employee with an average 3.0 < 3.5 will receive a 5% increase. An employee with an average 2.0 < 3.0 will receive no increase and will be placed on a performance improvement plan. Mr Brown made the motion to approve and Mr Rader seconded. Motion passed 5-0.

**Stars and Guitars:** The Gulf Coast Children’s Advocacy Center has submitted the attached special event grant application requesting up to $40,000 for the Stars & Guitars event to be held January 17, 2018. Staff recommendation: Per the FY18 Budget and projected grant applications and awards that was approved by the Board on August 22, 2017 (attached), staff recommends a reimbursable grant not to exceed $15,000 be awarded to the Gulf Coast Children’s Advocacy Center for the Stars & Guitars concert. Staff Considerations: The FY18 budget is approximately $1,597,000 with a primary purpose of marketing and promotion of the City in outside target markets identified in the marketing plan and in accordance with Florida Statute 125.0104. Of the total budget, $151,500 is tentatively earmarked for annual events for which staff anticipated receiving grant applications. During the course of the year, the Board also adopted a Tiered Room Night component specifically to tie room nights to events and justify the event effectiveness for drawing tourists to the destination. As a ticketed event, staff was able to communicate with the lodging partners identified in the grant application; the Holiday Inn reported no room nights associated with the concert and the Hilton Garden Inn reported 3 room nights associated with the concert. The ZIP Codes extracted from the ticket sales report shows that 19% of the 1855 attendees were from non-Bay County residences. Last year the event was held on January 26, 2017. The TDT collections for January were down 10%, and Gross Hotel Rentals for January were down 4.28%. Other factors in staff’s determination of recommendation include: 1) tickets sales equated to about 74% of capacity; and 2) one day event vs. preferred multi-day event. Mr Brudnicki made the motion to approve $15,000 and Mr Rader seconded. Motion passed 5-0.

**Krewe of St Andrews Mardi Gras:** The Krewe of St. Andrews has submitted a special event grant application requesting up to $35,000 for the Mardi Gras event to be held February 2 & 3, 2018. Staff recommendation: Per the FY18 Budget and projected grant applications and awards that was approved by the Board on August 22, 2017 (attached), staff recommends a reimbursable grant not to exceed $18,000 be awarded to the Krewe of St. Andrews for the Mardi Gras event. Staff Considerations: The FY18 budget is approximately $1,597,000 with a primary purpose of marketing and promotion of the City in outside target markets identified in the marketing plan and in accordance with Florida Statute 125.0104. Of the total budget, $151,500 is tentatively earmarked for annual events for which staff anticipated receiving grant applications. During the course of the year, the Board also adopted a Tiered Room Night component specifically to tie room nights to events and justify the event effectiveness for drawing tourists to the destination. As non-ticketed event, it is difficult for KOSA and lodging partners to specifically tie room nights with event participants / spectators. Staff recognizes the diligence of KOSA, communication efforts to ensure they are promoting the destination as well as their own event, and overall thoroughness of their reimbursement package and post event summary. If funds were unlimited, and there were a better mechanism for tracking associated room nights, staff recommendation would be for the full amount of the request. However, working within the confines of our budget and recognizing that some re-allocation of marketing funds from traditional marketing (print) to social media / digital marketing would increase the number of impressions and reduce the costs. While it is not uncommon for media buyers to be paid by commission with the standard rate being about 15%. The KOSA organization has some opportunity to negotiate a lower rate with their current buyer that appears to be charging about 17.5% of the total media buy. Mr Rader made the motion to approve an $18,000 grant and Mr Brown seconded. Motion passed 5-0.

**CEO Performance Review:** Per Ms Vigil’s contract, her performance is reviewed each October by a committee comprised of two board members and one member of the community. Mr Brudnicki and Chairman Nichols were selected from the board and Nirav Banker, a Panama City hotelier was selected from the community. Ms Vigil received the highest score possible and pursuant to the employment contract, “for each fiscal year Vigil is employed under this Contract she will be considered for a cost of living and merit increase not exceeding 10% of her then current salary based upon measurable performance criteria”. Mr Rader made the motion to give Ms Vigil a 7% salary increase and a 3% bonus and Mr Brown seconded. Motion passed 5-0.

**CEO Update:**

**One Harrison:** One Harrison was a great success. With only three months to plan, the event sold out and received a lot of praise. From the attendee and vendor after event questionnaires it was determined that the weather was too hot and Vigil asked for direction from the board about selecting a different time for the 2018 event. Mr Brudnicki made the motion to move the event to November, reduce the funding to $10,000 and to partner with the United Way and Mr Rader seconded. Motion passed 5-0.

**Destination PC Website: CrowdRiff** CEO Vigil showed the website from Fort Worth, Texas as an example of CrowdRiff. The photos shown on the banner are all contributed by social media followers. When you click on an image it reveals the complete post and identifies the contributor. The content is still curated so that only the best images and comments are displayed. Vigil anticipates the new website being up and running in November.

**Next Quarterly Meeting – January 23, 2018:** The next regularly scheduled meeting of the PCCDC will be on January 23, 2018. Vigil reminded the board that this meeting will be the annual review and will require additional time and may need to be scheduled for another day.

Vigil stated that she would like to change one of the job descriptions to include making local media buys that will save the CDC $5000-7000 annually. She is also looking into a Brand Ambassador Team for the CDC. The Brand Ambassadors will accompany Destination PC to brand activations and would be reimbursed or sponsored for the expense associated: lodging, travel and dining. This will mirror the program from South Walton and the ideal Brand Ambassador is a local artist or expert like Honor Allen, the National Oyster Shucking Champion or the Ukulele Orchestra, who can help showcase Panama City.

**Public Participation:** Bryan Taylor from United Way, 601 Harrison Ave PC, FL invited the board to attend their Open House on November 16, 2017.

Margaret Webster from the Public Eye, 318 Luverne Ave PC, FL invited the board to Public Eye Soar a free projection art festival to be held on November 10-11 in Downtown.

**Meeting adjourned at 10:24 am**