

MEETING MINUTES**PANAMA CITY – BAY COUNTY AIRPORT AND INDUSTRIAL DISTRICT**

Opening:

The Public Relations Workshop of the Panama City-Bay County Airport and Industrial District was called to order at 2:00 p.m., January 12, 2017 by Chairman Mathis.

All Board Members were present except Mr. Carey Scott.

Mr. McClellan opened with an introduction of Ms. Jordan Jacobs, Ms. Katie Spillman, Ms. Kayla Preston and Mr. Patrick Sheffied, from Moore Communications Group (MCG), who would be leading the Workshop. In addition, Mr. McClellan introduced Mr. Dan Rowe, Bay County TDC Executive Director, and Mr. Tim Thompson, Publisher of the News Herald, both who were invited to attend the Workshop.

Ms. Jordan Jacobs welcomed everyone and presented a quick overview of the agenda for the Workshop. She explained that Staff, Board Members and Airport partners would be participating in creative exercises geared toward brainstorming and providing strategic responses to assist MCG in a future platform for advertising and public relations for the Airport.

Ms. Jacobs advised that the information garnered from this Workshop would be evaluated and used to define and develop the Airport's Communication Plan.

Staff, Board Members and Airport partners participated in several creative exercises, both individually and in groups, and provided valuable feedback regarding business travel, tourism travel, military travel, as well as general aviation and corporate travel. In addition, several activities generated creative ways to enhance opportunities for both Airport tenants and vendors.

Following discussion and participation, Ms. Jacobs, Ms. Spillman and Mr. Sheffield reviewed responses and ideas generated from the creative exercises. MCG will provide an update to the Board in the future consisting of an updated Communications Plan and Strategic Brief highlighting results from the Workshop.

Mr. McClellan and members from MCG thanked everyone for participating. The Workshop was adjourned at approximately 4:00 p.m.

Patty Mitchell, Executive Secretary

Russ Mathis, Chairman