

**Escambia County Tourist Development Council Meeting
Escambia County Board of County Commissioners Chambers
221 Palafox Place
Pensacola, Florida 325020
October 21, 2025**

Present: Mitesh Patel – Present
James Reeves – Present
Ashlee Hofberger – Present
Shirley Cronley – Present
David Bear – Present
Brad Mullenix – Present
Charles Bare – Present
Jennifer Brahier – Present
Jason Nicholson – Present
Phillip Miller – Present

Location: Ernie Lee Magaha Government Building, Board Chambers, First Floor
221 Palafox Place, Pensacola, Florida

Minutes prepared by: Phillip Miller, County Administration

REGULAR TOURIST DEVELOPMENT COUNCIL MEETING AGENDA

1. Call to Order

- Chair David Bear called the Tourist Development Council Meeting to order at 3:02pm.

2. Did we have a quorum?

- Yes, a quorum was established.

3. Was this meeting properly advertised?

- The Tourist Development Council Meeting was published in the Pensacola News Journal on October 16, 2025.

4. Public Forum

- None.

5. Review and Approval of the Meeting Minutes

- August 19, 2025 Meeting Minutes
- September 9, 2025 Special Meeting Minutes

Motion: To approve the regular Meeting Minutes and the Special Meeting Minutes
Made by: Charles Bare
Second by: Shirley Cronley
Disposition: Passed 9 – 0

6. Status of Funds Available – Jeremy Paguiligan, County OMB

- FY 2025 Collections (including interest) through September 2025: **\$23,444,131**
- FY 2024 Collections through September: \$23,579,551
- Year-over-Year Change: Decrease of \$135,420
- FY 2025 Budget: \$20.5 million
- Percentage of Budget Collected by September 2025: 114.36%
- Total Expenditures through September 2025: ~\$18.6M/\$7.2M encumbered
- Current TDC Cash Balance (as of July 2025): \$34.18M

7. Visit Pensacola marketing update – rescheduled to future meeting

8. Bay Center Improvements Update

- Michael Capps, General Manager, provided updates on Bay Center programs/events as well as current and future renovations to the Pensacola Bay Center.

9. Discussion of setting a funding threshold – Commissioner Ashlee Hofberger

- Discussion of setting a threshold return on investment as a benchmark for future funding requests.

10. Other Business

- Ray Palmer, Pensacola Sports, retirement.
- Theres McKenzie, ACE/Foo Foo Fest Committee member, provided update on this year's festival.

11. Closing Remarks – TDC Members

12. Meeting Adjourned – 5:04pm