

Escambia County Tourist Development Council Meeting Minutes
Escambia County Board of County Commissioners Chambers
221 Palafox Place
Pensacola, Florida 325020
December 16, 2025

Present: Mitesh Patel – Present
James Reeves – Present
Ashlee Hofberger – Present
Mary Hoxeng– Present (Virtual)
David Bear – Present
Brad Mullenix-Present
Charles Bare– Present
Jennifer Brahier- Present
Jason Nicholson-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

- **Call to Order**
 - Chair David Bear called the Tourist Development Council Meeting to order at 3:02pm.
- **Did we have a quorum?**
 - Yes, a quorum was established.
- **Was this meeting properly advertised?**
 - The Tourist Development Council Meeting was published in the Pensacola News Journal on December 11, 2025.
- **Public Forum**
 - None.
- **Review and Approval of the Meeting Minutes**
 - October 21, 2025 Meeting Minutes

Motion: To approve the October 21, 2025 Meeting Minutes
Made by: Charles Bare
Second by: Jason Nicholson
Disposition: Passed 9 - 0

- **Status of Funds Available – Jeremy Paquiligan, County OMB**
 - FY 2025 Collections (including interest) through November 2025: \$3,309,584
 - FY 2024 Collections through November: \$3,487,851
 - Year-over-Year Change: Decrease of \$178,267
 - FY 2025 Budget: \$21M
 - Percentage of Budget Collected by November 2025: 15.76%
 - Total Expenditures through November 2025: ~\$4.3M/\$22.1M encumbered
 - Current TDC Cash Balance (as of November 2025): \$32.7M
- **Approval of Funding Consideration Committee – Chair David Bear**
 - This Subcommittee will focus on specific criteria for future funding of tourism related events.

Motion: To allow Mary Hoxeng to virtually vote on action items due to extraordinary circumstances precluding her from being present in-person
Made by: Jason Nicholson
Second by: Ashlee Hofberger
Disposition: Failed 4 - 4

Motion: To approve the TDC Subcommittee for TDT Funding as presented
Made by: Mitesh Patel
Second by: Jason Nicholson
Disposition: Passed 7 - 1

- **Visit Pensacola Update – Darien Schaefer**
 - Provided a recap of 2025 marketing indicators supporting Escambia County tourism
- **Pensacola Bay Center Update – Michael Capps**
 - Provided update on current improvements as well as way-forward for the Pensacola Bay Center
- **Election of Chair and Vice Chair – Chair David Bear**

Motion: To elect Jason Nicholson as Chair of TDC
Made by: Mitesh Patel Second by: Jennifer Brahier
Disposition: Passed 8 - 0

Motion: To elect Charles Bare as Vice Chair of TDC
Made by: Mitesh Patel Second by: Jason Nicholson
Disposition: Passed 8 - 0

- **Other Business**
- **Closing Remarks** – TDC Members
- **Meeting Adjourned** – 4:11pm

**Special Meeting of the Escambia County
Tourist Development Council Meeting
Escambia County Board of County Commissioners Chambers
221 Palafox Place
Pensacola, Florida 32502
February 3, 2026**

Present: Mitesh Patel – Absent
James Reeves – Absent
Ashlee Hofberger – Present
Charles Bare– Present
Jason Nicholson-Present
Brad Mullenix- Present
Jennifer Brahier- Present
Mary Hoxeng– Present
David Bear – Absent

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

Minutes prepared by: Phillip Miller, County Administration

SPECIAL MEETING OF THE TOURIST DEVELOPMENT COUNCIL AGENDA

1. Call to Order

- Chair Jason Nicholson called the Special Meeting of the Tourist Development Council to order at 3:03pm.

2. Did we have a quorum?

- Yes, a quorum was established.

3. Was this meeting properly advertised?

- The Special Meeting of the Tourist Development Council was published in the Pensacola News Journal on January 29, 2026.

4. Public Forum

- Mr. Ted Ent, CEO Innisfree Hotels, spoke in support of Visit Pensacola's marketing proposal leveraging Conde Nast Travelers designation of Pensacola Beach voted Best Beach in America

5. Conde Nast, Best Beach in the US Ranking, Marketing Package

- Visit Pensacola requested a \$499,683 funding allocation to capitalize on this new national recognition with Conde Nast direct media buys, digital displays

and online videos, as well as focused marketing in Atlanta and Dallas markets.

Motion: Approve half of funding request initially from the marketing reserve, monitor impacts of marketing efforts, and if positive, approve remaining half of funding request in May based on Visit Pensacola's feedback/metrics report

Made by: Ashlee Hofberger

Second by: Jennifer Brahier

Disposition: Passed 6 - 1

6. **Meeting Adjourned:** 3:43pm