



AGENDA
COMBINED BOARD MEETING
Bay County Tourist Development Council
Panama City Beach Convention & Visitors Bureau, Inc.
Panama City Beach

Tuesday, March 9, 2021

9:00 a.m.

Council Room, PCB City Hall

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
 - A. Invocation
 - B. Pledge of Allegiance
- III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**
- IV. CONSENT AGENDA**
 - A. Approve payment of APTIM Coastal Planning & Engineering, Inc. Invoices 519612-RI-00636 & 519605
 - B. Approve updates to CVB Employee Handbook
 - C. Recognize the YTD Tourist Development Tax Report
 - D. Approve recommendation to the Bay County Board of County Commissioners an Amendment to the Beach Trash Pick-up and Grooming Agreement.
- V. DISCUSSION ITEMS**
 - A. 2020 Visitor Profile, Mr. Berkley Young
 - B. Marketing Update, Ms. Jayna Leach and Ms. Melonie Strum
- VI. PRESIDENT'S REPORT**
- VII. CHAIRMAN'S REPORT**
- VIII. AUDIENCE PARTICIPATION**
- IX. ADJOURNMENT**