

AGENDA  
COMBINED BOARD MEETING  
Bay County Tourist Development Council  
Panama City Beach Convention & Visitors Bureau, Inc.  
Panama City Beach  
9:00 a.m.

Tuesday, October 8, 2024

Council Room, PCB City Hall

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
  - A. Invocation
  - B. Pledge of Allegiance
  - C. Approve Sept 10, 2024 Minutes (CVB/TDC)
- III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)**
- IV. CONSENT AGENDA**
  - A. Approve and recommend to the Bay County Board of County Commissioners to reimburse the City of PCB and the Bay County Sheriff's Office for certain public safety expenditures related to increased tourism on Panama City Beach (CVB/TDC)
  - B. Acknowledge Receipt of the August 2024 Tourist Development Tax Collection Report (CVB/TDC)
- V. PRESENTATIONS**
  - A. FY 2025 Public Relations Plan, Jayna Leach & Gina Stouffer
  - B. FY 2025 Marketing Creative Update, Jayna Leach, Kelsey Anderson, et al
- VI. PRESIDENTS REPORT**
- VII. CHAIRMAN'S REPORT**
- VIII. AUDIENCE PARTICIPATION**
- IX. ADJOURNMENT**