

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

Tuesday, August 25, 2026

Council Room, PCB City Hall

I. CALL MEETING TO ORDER

II. ROLL CALL

- A. Invocation – Farrah Petski, Student Pastor – Woodlawn Church
- B. Pledge of Allegiance
- C. Approve July 14th, 2026, Minutes

III. REQUESTS TO ADDRESS THE BOARD (3 Minutes)

IV. CONSENT AGENDA

- A. Approve Addendum to the CVB/BDS Tourism Career Academics Expansion MOU Agreement
- B. Approve and recommend to the Bay County Board of County Commissioners the Destination PC Budget & Program of Work for FY 2027
- C. Approve and recommend to the Bay County Board of County Commissioners the Mexico Beach Budget & Program of Work for FY 2027

V. ACTION ITEM

- A. Discuss & Approve the purchase of the PCB Subsea Livestream Pier Camera System
- B. Discuss & Approve FY 2027 Agreement for Marketing & Promotional Services presented by: PCB CVB CMO, Jayna Leach, Luckie, Taylor Rhodes, Account Director; Lou Hammond Group, Britt Chapman, President & Erin Murphy, Account Supervisor; Watauga Group, Sarah Rabin, Media Account Director
- C. Discuss, Approve and recommend to the Bay County Board of County Commissioners the PCB CVB Budget & Program of Work FY 2027 and 2026 Contract between the CVB with Bay County for Marketing and Promotional Services

VI. SECRETARY/TREASURER'S REPORT

VII. CHAIRMAN'S REPORT

VIII. PRESIDENT'S REPORT

IX. ADJOURNMENT