

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

Tuesday, January 14, 2025

Council Room, PCB City Hall

I. CALL MEETING TO ORDER

II. ROLL CALL

- A. Invocation
- B. Pledge of Allegiance
- C. Approve November 12, 2024 Meeting Minutes (CVB/TDC)

III. REQUESTS TO ADDRESS THE BOARD ON AGENDA ITEMS (3 Minutes)

Election of Officers for CY 2025. Clair Pease, Chair (CVB/TDC)

- a. Chair
- b. Vice-Chair
- c. Secretary/Treasurer

IV. CONSENT AGENDA

- A. Approve and recommend to the Bay County Board of County Commissioners to reimburse 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 October & November 2024 Tourist Development Tax Collection Report (CVB/TDC)

V. PRESENTATIONS

- A. New Years Eve Beachball Drop Recap, Mr. Patrick Stewart, Ms. Jayna Leach, Mr. J Michael Brown and Mr. Dan Rowe
- B. First Quarter 2025 Media Plan Review, Ms Jayna Lech
- C. VisitFlorida/Northwest Florida Tourism Council Regional Marketing Campaign. Mr. Dan Rowe and Ms. Jayna Leach

VI. PRESIDENTS REPORT

VII. CHAIRMAN'S REPORT

VIII. AUDIENCE PARTICIPATION

IX. ADJOURNMENT