

**CITY OF PLYMOUTH
AGENDA
Regular Destination Marketing Organization Advisory Board
Council Chambers
3400 Plymouth Boulevard, Plymouth, MN
January 22, 2025, 10:00 AM**

1. CALL TO ORDER

- 2. PUBLIC FORUM** - Individuals may address the Committee about any item not contained on the regular agenda. A maximum of 15 minutes is allotted for the Forum. If the full 15 minutes are not needed for the Forum, the Committee will continue with the agenda. The Committee will take no official action on items discussed at the Forum, with the exception of referral to staff for future report.

3. APPOINTMENTS OF DESTINATION MARKETING ORGANIZATION ADVISORY BOARD CHAIRPERSON AND VICE CHAIRPERSON

- 3.1** Appointment of Destination Marketing Organization Advisory Board Chairperson and Vice Chairperson

4. PRESENTATIONS AND PUBLIC INFORMATION ANNOUNCEMENTS

- 5. APPROVE AGENDA** - Advisory Board members may add items to the agenda for discussion purposes or staff direction only. The Board will not normally take official action on items added to the agenda.

- 6. CONSENT AGENDA** - These items are considered to be routine and will be enacted by one motion. There will be no separate discussion of these items unless a Councilmember or citizen so requests, in which event the item will be removed from the Consent Agenda and placed elsewhere on the agenda.

- 6.1** Adopt Proposed Destination Marketing Organization Advisory Board Minutes
1. Proposed Minutes 10-23-2024

7. GENERAL BUSINESS

- 7.1** 2025 DMO Work Plan
1. 2025 Work Plan

- 7.2** Marketing Updates

8. REPORTS AND STAFF RECOMMENDATIONS

- 8.1** 2025 Plymouth Parks and Recreation Special Events

1. Plymouth Parks and Rec Special Events 2025
 2. Plymouth Parks and Rec Special Event Descriptions
- 8.2** 2025 Destination Marketing Organization Meeting Schedule and Policies
1. 2025 Meeting Calendar
 2. Advisory Board Roles and Policies

9. ADJOURNMENT