

**CITY OF PLYMOUTH  
AGENDA  
Regular Destination Marketing Organization Advisory Board  
Mooney Lake Room  
Plymouth City Hall  
3400 Plymouth Boulevard, Plymouth, MN 55447  
July 23, 2025, 10:00 AM**

**1. CALL TO ORDER**

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

**3. PRESENTATIONS AND PUBLIC INFORMATION ANNOUNCEMENTS**

- 4. 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.

- 5. 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 an advisory board member or individual so requests, in which event the item will be removed from the consent agenda and placed elsewhere on the agenda.

**5.1** Adopt proposed Destination Marketing Organization Advisory Board meeting minutes

1. Proposed Minutes 05-28-2025

**6. GENERAL BUSINESS**

**6.1** 2026 Goals & Strategic Plan

1. 2026 Hello Plymouth Strategic Plan

**6.2** Review Marketing Initiatives

**6.3** Quarterly Special Event Review/Upcoming Events Update

1. Special Events 2025

**6.4** Discuss 4th Quarter Meeting and Plymouth Tour

**7. REPORTS AND STAFF RECOMMENDATIONS**

## 8. ADJOURNMENT