

**CITY OF PLYMOUTH  
AGENDA  
Regular Destination Marketing Organization Advisory Board  
Plymouth City Hall  
3400 Plymouth Boulevard, Plymouth, MN  
January 28, 2026, 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. 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 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.

- 6.1** Adopt proposed minutes  
1. Proposed Minutes 07-23-2025

**7. GENERAL BUSINESS**

- 7.1** Marketing Updates  
1. Star Tribune Digital Campaign Results  
2. Zartico- 2025 Annual Report

- 7.2** Review 2025 Goals  
1. 2025 Goals and Performance

- 7.3** 2026 DMO Work Plan  
1. 2026 Work Plan

- 7.4 2026 Goals
  - 1. 2026 Goals

## **8. REPORTS AND STAFF RECOMMENDATIONS**

- 8.1 2026 Plymouth Parks and Recreation Special Events
  - 1. 2026 Special Events
  - 2. Plymouth Parks and Rec Special Event Descriptions
- 8.2 2026 Destination Marketing Organization Meeting Schedule and Policies
  - 1. 2026 Meeting Calendar
  - 2. Advisory Board Roles and Policies
- 8.3 City Council Update

## **9. ADJOURNMENT**