

TOURIST DEVELOPMENT COUNCIL
THURSDAY, SEPTEMBER 10, 2026 – 9:00 A.M.
2195 Southern Boulevard
West Palm Beach, FL 33401
AGENDA

1. **ROLL CALL***
 - A. INVOCATION
 - B. PLEDGE OF ALLEGIANCE
2. **MOTION TO APPROVE AGENDA ADDITIONS AND DELETIONS***
3. **MOTION TO APPROVE JULY 9TH TDC MEETING MINUTES***
4. **MOTION TO RECEIVE AND FILE CONSENT ITEMS FOR AUGUST 2026
emailed to the Board, and SEPTEMBER 2026 included under this Agenda***

MARKETING AGENCIES REPORTING

- A. DTPB ACTIVITY REPORT*
- B. CULTURAL COUNCIL ACTIVITY REPORT* &
BRIGHT IDEAS SPONSORSHIPS AWARDS*
- C. SPORTS COMMISSION ACTIVITY REPORT*
- D. FILM & TV ACTIVITY REPORT*

PBC CONVENTION CENTER OPERATING REPORTS

- E. CONVENTION CENTER MARKETING UPDATE*
- F. CONVENTION CENTER “PACE” REVENUE REPORT*

OTHER TDC-SUPPORTED AGENCY/DEPARTMENT REPORTS

- G. ERM PROJECT STATUS REPORT*
- H. PDJTI TRAFFIC REPORT*
- I. CONTRACT TRACKING REPORT*

5. **OLD BUSINESS – DISCUSSION ITEMS**

- A. TDC TOURISM PERFORMANCE METRICS
 1. TDC DASHBOARD CURRENT MONTH & FY26* - Emanuel Perry
 - a. Bed Tax Collections*
- B. PDJTI UPDATE* – Andrew Gamboa

6. **NEW BUSINESS – DISCUSSION ITEMS**

- A. ERM
 1. Update – Deb Drum

**B. MOTION TO APPROVE FY2027 DISCOVER THE PALM BEACHES
MARKETING PLAN - Milton Segarra**

1. Executive Summary
2. Marketing Plan
3. Vendor Spending

**C. MOTION TO APPROVE FY2027 FILM & TV MARKETING PLAN - Michelle
Hillery**

1. Executive Summary
2. Marketing Plan
3. Vendor Spending

D. CULTURAL COUNCIL

1. Update – Dave Lawrence

E. SPORTS COMMISSION

1. Update – George Linley

F. CONVENTION CENTER

1. OVG Venue Management
 - a. Update - Dave Anderson
2. OVG Hospitality
 - b. Update - Kathy Griffin

7. **BOARD COMMENTS**

8. **PUBLIC COMMENTS**

9. **ADJOURNMENT**

The next meeting will be on **October 8, 2026. - Featuring Marketing Plans.**

***Attachment included.**