



AGENDA ITEM NO. 14.C

Item Cover Page

REGULAR COUNCIL AGENDA ITEM REPORT

DATE: July 7, 2025

SUBMITTED BY: Missy Arocha, Village Council

ITEM TYPE: Resolution

AGENDA SECTION: RESOLUTIONS WITH PUBLIC COMMENT

SUBJECT: A RESOLUTION OF THE MAYOR AND VILLAGE COUNCIL OF THE VILLAGE OF PALMETTO BAY, FLORIDA, RELATING TO THE "SHOP PALMETTO BAY" INITIATIVE, DIRECTING THE VILLAGE MANAGER TO DEVELOP AND IMPLEMENT A PLAN IN WHICH THE VILLAGE PRIORITIZES PALMETTO BAY BUSINESSES INCLUDING BUT NOT LIMITED TO VILLAGE PURCHASING OF SUPPLIES AND SERVICES, ENCOURAGES RESIDENTS TO SHOP LOCALLY, AND PROMOTES PALMETTO BAY BUSINESSES THROUGH VILLAGE MEDIA AND EVENTS; AND PROVIDING FOR AN EFFECTIVE DATE. *(Sponsored by Councilmember Marsha Matson) (Deferred from the June 2, 2025 of June 2, 2025)*

SUGGESTED ACTION:

ATTACHMENTS:

[Reso-Shop Palmetto Bay initiative](#)

[Exhibit A](#)

[Exhibit B](#)