



TOURIST DEVELOPMENT COUNCIL

Lecanto Government Building
3600 W. Sovereign Path
Room 166
Lecanto, FL 34461

AGENDA

November 13, 2024 - 9:00 AM

Holly L. Davis, Chair
Mike Engiles, Vice Chair
Mindi Hastings, Councilmember
Jacquie Hepfer, Councilmember
Paresh Desai

Michael Mancke
Michael Shoemaker
LouAnn Jacobs-Willcut
Michael (Max) Schulman

NOTICE TO THE PUBLIC

To manage growth and foster prosperity by prioritizing the protection of environmental assets, the development and maintenance of infrastructure, and the health, safety, and well-being of its citizens.

Any person who decides to appeal any decision of the Governing Board with respect to any matter considered at this meeting will need a record of the proceedings and for such purpose may need to provide that a verbatim record of proceeding is made, which record includes testimony and evidence upon which the appeal is to be based. (Section 286.0105, Florida Statutes) Any person requiring reasonable accommodation at this meeting because of a disability or physical impairment should contact the County Administrator's Office, Citrus County Courthouse, 110 N. Apopka Avenue, Inverness, Florida 34450, (352) 341-6560, at least two days before the meeting.

A. CALL TO ORDER

A.1. Invocation

A.2. Pledge of Allegiance

A.3. Roll Call

A.4. Approval of Agenda

A.4.a. Attachment - November 13 TDC Meeting Agenda

B. APPROVAL OF MINUTES

B.1. Attachment - September 11 TDC Meeting Minutes

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

D.1. Local Lines Television

Move to approve the Silver Sponsorship Package and recommend approval of the package to the Board of County Commissioners.

D.2. Chris Kingree - Annual Sponsorship Presentation

Information only.

D.3. Miles Partnership - Updated Media Plan Flowchart for FY25

Move to approve the updated flowchart to reflect Visit Florida's 2025 Vacation Guide advertisement campaign.

D.4. Miles Partnership - FY24 Media Wrap-Up Summary

Information only.

D.5. 2025 Board Leadership Symposium - In-State Unbudgeted Travel

Approval for 3 individuals to attend the 2025 Board Leadership Symposium from January 29-31, 2025.

D.6. Updated TDC Bylaws

Move to approve the updated TDC Bylaws and recommend adoption of the updated TDC Bylaws to the Board of County Commissioners.

D.7. 2025 TDC Meeting Dates

Move to approve 2025 TDC meetings dates with any necessary adjustments presented by the TDC.

D.8. Updates to AR 2.09-1 (Travel & Purchasing Policies for the Visitors & Convention Bureau)

Move to approve the updates to AR 2.09-1 and recommend approval of the updates to AR 2.09-1 to the Board of County Commissioners.

E. DIRECTORS/MEDIA REPORT

E.1. Destination Update

E.2. Financial Reports

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. UPCOMING MEETING

H.1. Wednesday, December 11, 2024, at 9:00 am, Lecanto Government Building, Room 166, 3600 W Sovereign Path, Lecanto, FL 34461

I. ADJOURN