



TOURIST DEVELOPMENT COUNCIL

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

AGENDA

January 8, 2025 - 9:00 AM

**Holly L. Davis, Chair
Mike Engiles, Vice Chair
Chris Ensing, 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

Tourist Development Council Meeting - January 8, 2025

A.1. Invocation

A.2. Pledge of Allegiance

A.3. Oath of Office

A.4. Roll Call

A.5. Election of Vice Chair

A.6. Approval of Agenda

B. APPROVAL OF MINUTES

B.1. Attachment - December 11 TDC Meeting Minutes

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

D.1. Unbudgeted In-State Travel Request

- 1) Approval for 1 additional individual to attend Florida Huddle from Feb 3-5, 2025.
- 2) Approval for 1 additional individual to attend Destinations Florida (FADMO) Marketing Meeting from May 14-16, 2025.

D.2. Unbudgeted Out-of-State Travel Request

- 1) Recommend approval to the BOCC for 1 additional individual to attend the Brand USA IPW from June 14-18, 2025.
- 2) Recommend approval to the BOCC for 2 additional individuals to attend the Destinations International Annual Conference from July 9-11, 2025.
- 3) Recommend approval to the BOCC for 2 additional individuals to attend the Travel & Adventure Show Mar 22-23, 2024 *and* Mar 29-30, 2025.
- 4) Recommend approval to the BOCC for 1 individual to attend the FL Golf Alliance Show from Mar 7-9, 2025.
- 5) Recommend approval to the BOCC for 2 individuals to attend Zarticon from May 12-14, 2025.

E. DIRECTORS/MEDIA REPORT

E.1. Destination Update

E.2. Financial Reports

F. OTHER BUSINESS BY COUNCIL MEMBERS

Tourist Development Council Meeting - January 8, 2025

G. OPEN TO THE PUBLIC

H. ADJOURN

**H.1. UPCOMING MEETING: Wednesday, March 12, 2025, at 9:00 am, Lecanto
Government Building, Room 166, 3600 W Sovereign Path, Lecanto, FL 34461**