

TOURIST DEVELOPMENT COUNCIL

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

AGENDA

September 10, 2025 - 9:00 AM

**Holly L. Davis, Chair
Mike Engiles, Vice Chair
Chris Ensing, Councilmember
Tom Craig, 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, Lecanto Government Bldg., 3600 W. Sovereign Path, Suite 267, Lecanto, FL 34461 (352) 527-5210, If you are hearing or speech impaired, dial 7-1-1, 1-800-955-8771 (TTY) or 1-800-955-8770 (v), via Florida Relay Service at least two days before the meeting.

Tourist Development Council Meeting - September 10, 2025

A. CALL TO ORDER

- A.1. Invocation**
- A.2. Pledge of Allegiance**
- A.3. Roll Call**
- A.4. Approval of Agenda**

B. APPROVAL OF MINUTES

- B.1. July 22, 2025 TDC Meeting Minutes**
Move to approve the July 22, 2025 TDC Meeting Minutes.

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

- D.1. Miles Partnership - FY 2026 Media Plan Presentation**
Move to approve the recommended media plan for FY 2026 for the Visitors and Convention Bureau.

E. DIRECTORS/MEDIA REPORT

- E.1. Unbudgeted In-State Travel Request**
- E.2. Updates to Grant Applications**
- E.3. Destination Update**
- E.4. Financial Reports**

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. ADJOURN

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