



TOURIST DEVELOPMENT COUNCIL

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

AGENDA

November 12, 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 who decides to appeal any decision of the Governing Body 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.

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. September 10, 2025 TDC Meeting Minutes**
Move to approve the September 10, 2025 TDC Meeting Minutes.

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

E. DIRECTORS/MEDIA REPORT

- E.1. 2026 TDC Meeting Dates**
Move to approve the 2026 TDC meeting dates with any necessary adjustments presented by the TDC.
- E.2. New Travel Initiatives**
 - a) Approval for 1 individual to attend the Ragan Social Media Conference in Orlando, FL. from Mar. 9–11, 2026.
 - b) Recommend approval for 1 additional individual to attend the U.S. Travel Assoc. ESTO Tourism Conference in Philadelphia, PA. from Aug. 24–26, 2026
 - c) Recommend approval for 1 individual to attend the STS Board Meeting in Atlanta, GA. from Dec. 10–12, 2025.
 - d) Recommend approval of related budget transfers.
- E.3. Hayworth PR Project Proposal**
Move to recommend that the Board of County Commissioners approve the Hayworth Public Relations Project Proposal and authorize a budget transfer in the amount of \$40,500.
- E.4. Destination Update**

Tourist Development Council Meeting - November 12, 2025

Information only.

E.5. Financial Reports

Information only.

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. ADJOURN

H.1. UPCOMING MEETING: *TENTATIVE* Wednesday, January 14, 2026, at 9:00 am, Lecanto Government Building, Room 166, 3600 W Sovereign Path, Lecanto, FL 34461