

TOURIST DEVELOPMENT COUNCIL

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

AGENDA

March 11, 2026 - 9:00 AM

**Holly L. Davis, Chair
Chris Ensing, Councilmember
Tom Craig, Councilmember
Michael (Max) Schulman**

**Michael Mancke
LouAnn Jacobs-Willcut
Traci Wood
Nancy Desai
Ray Smitherman**

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.

A. CALL TO ORDER

- 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. January 14, 2026 TDC Meeting Minutes**
Move to approve the January 14, 2026 TDC Meeting Minutes.

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

E. DIRECTORS/MEDIA REPORT

- E.1. Paradise Advertising Microsite Proposal**
Recommend approval of the Paradise Advertising Microsite Proposal in the amount of \$42,500.
- E.2. New Travel Initiative**
 - a) Approval for 2 individuals to attend Tourism Academy 2026 in Jacksonville, FL. from May 12–15, 2026.
 - b) Recommend approval of related budget transfer.
- E.3. Destination Update**
Information only.
- E.4. Financial Reports**
Information only.

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. ADJOURN

- H.1. UPCOMING MEETING: Wednesday. May 13, 2026, at 9:00 am, Lecanto Government Building, Room 166, 3600 W Sovereign Path, Lecanto, FL 34461.**