



**TOURIST DEVELOPMENT COUNCIL**

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

**AGENDA**

**July 8, 2026 - 9:00 AM**

**Holly L. Davis, Chair  
Tom Craig, Councilmember  
Chris Ensing, 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.

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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.

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**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. May 13, 2026 TDC Meeting Minutes**

**C. OPEN TO THE PUBLIC**

**D. PRESENTATIONS**

- D.1. Special Events Marketing Grant - Crystal River Nights Concert Series 2026**  
Recommend approval of the Special Event Marketing Grant application for the Crystal River Concert Night Series 2026 in the amount of \$2,000.
- D.2. Miles Partnership - FY 2027 Media Plan Presentation**  
Move to recommend approval of the Miles Partnership media plan for FY 2027 for the Visitors and Convention Bureau.

**E. DIRECTORS/MEDIA REPORT**

- E.1. Destination Update**
- E.2. Financial Reports**

**F. OTHER BUSINESS BY COUNCIL MEMBERS**

**G. OPEN TO THE PUBLIC**

H. **ADJOURN**

H.1.

**UPCOMING MEETING: Wednesday, September 2, 2026, at 9:00 a.m.,  
Lecanto Government Building, Room 166, 3600 W Sovereign Path, Lecanto,  
FL 34461.**