

TOURIST DEVELOPMENT COUNCIL

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

AGENDA

April 12, 2023 - 9:00 AM

**Holly L. Davis, Chair
Mike Engiles, Vice Chair
Cindi Guy, Councilmember
Jacquie Hepfer, Councilmember
Paresh Desai**

**Michael Mancke
Michael Shoemaker
Gene McGee
Ashton Srock**

NOTICE TO THE PUBLIC

Citrus County Government is a value-driven organization dedicated to responsive citizen service by providing quality programs, services and facilities to build a strong community and promote the best quality of life for our 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

A.1. Invocation

A.2. Pledge of Allegiance

A.3. Roll Call

A.4. Approval of Agenda

A.4.a. Attachment - April 12 Meeting Agenda

B. APPROVAL OF MINUTES

B.1. Attachment - February 8 Meeting Minutes

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

D.1. Tidewater Diaries Television Show

Hear presentation and provide staff direction.

D.2. Tempest Website Advertising Program

Information only

E. DIRECTORS/MEDIA REPORT

E.1. Brand USA/ Hotelbeds Campaign

Approve staff recommendation of participating in Hotel Beds campaign at the \$30,000.00 level and approve transfer of funds from the Special Projects fund.

E.2. Destination Update

Information only

E.3. Financial Reports

Information only

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. ADJOURN