



TOURIST DEVELOPMENT COUNCIL

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

AGENDA

March 13, 2024 - 9:00 AM

**Holly L. Davis, Chair
Mike Engiles, Vice Chair
Ken Frink, Councilmember
Jacquie Hepfer, 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, 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 - March 13 TDC Meeting Agenda

B. APPROVAL OF MINUTES

B.1. February 14 TDC Meeting Minutes

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

D.1. Miles Partnership - FY2024 Media Plan

Receive presentation and provide staff with direction.

D.2. Miles Partnership - Zartico

Consensus to move forward with Zartico, select a package for data sourcing and recommend approval the budget transfer for retainer fees to the Board of County Commissioner.

E. DIRECTORS/MEDIA REPORT

E.1. Destination Update

E.2. Financial Reports

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. UPCOMING MEETING

H.1. Wednesday, April 10, 2024, at 9:00 am, Lecanto Government Building, Room 166, 3600 Sovereign Path, Lecanto, FL 34461

I. ADJOURN