



TOURIST DEVELOPMENT COUNCIL

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

AGENDA

June 12, 2024 - 9:00 AM

**Holly L. Davis, Chair
Mike Engiles, Vice Chair
Mindi Hastings, 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 - Jun 12 TDC Meeting Agenda

Move to approve the June 12th TDC meeting agenda.

B. APPROVAL OF MINUTES

B.1. Attachment - May 8 TDC Meeting Minutes

Move to approve the May 8th TDC meeting minutes.

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

D.1. Special Events Grant - Citrus Vettes & Camaros Corvette & Camaro Car Show

Receive application and provide staff with direction.

D.2. Special Events Grant - Floral City Strawberry Festival

Receive application and provide staff with direction.

D.3. Miles Partnership - 2024 Mid-Year Report

Information only.

D.4. Miles Partnership - Updated Media Plan Flowchart

Move to approve the updated flowchart based on shifting media campaign funds for VCB advertising.

E. DIRECTORS/MEDIA REPORT

E.1. Destination Update

Information only.

E.2. Financial Reports

Information only.

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. UPCOMING MEETING

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

I. ADJOURN