



## **TOURIST DEVELOPMENT COUNCIL**

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

### **AGENDA**

**September 11, 2024 - 9:00 AM**

**Holly L. Davis, Chair  
Mike Engiles, Vice Chair  
Mindi Hastings, Councilmember  
Jacquie Hepfer, Councilmember  
Paresh Desai, Member**

**Michael Mancke, Member  
Michael Shoemaker, Member  
LouAnn Jacobs-Willcut, Member  
Michael (Max) Schulman, Member**

### **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, Citrus County Courthouse, 110 N. Apopka Avenue, Inverness, Florida 34450, (352) 341-6560, 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**

**A.4.a. Attachment - September 11 TDC Meeting Agenda**

Move to approve the September 11th TDC meeting agenda.

**B. APPROVAL OF MINUTES**

**B.1. Attachment - July 10 TDC Meeting Minutes**

Move to approve the July 10th TDC meeting minutes.

**C. OPEN TO THE PUBLIC**

**D. PRESENTATIONS**

**D.1. First Amendment of Commercial Lease for the Citrus County Visitors and Convention Bureau**

Recommend the Board of County Commissioners to approve lease renewal and authorize Chariman to execute the First Amendment of Commercial Lease for the Citrus County Visitors and Convention Bureau.

**D.2. FY 24-25 Budget Overview**

Recommend the Board of County Commissioners to approve the budget for FY 24-25.

**D.3. Miles Partnership - FY 25 Media Plan Presentation**

Move to approve the recommended media plan for FY 2025 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. UPCOMING MEETING**

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

**I. ADJOURN**