



TOURIST DEVELOPMENT COUNCIL

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

AGENDA

October 9, 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.

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 - October 9 TDC Meeting Agenda

B. APPROVAL OF MINUTES

B.1. Attachment - September 11 TDC Meeting Minutes

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

D.1. Local Lines Television

Tourism Development Counsel approve the Silver Sponsorship Package and recommend approval of the package to the Board of County Commissioners.

D.2. Miles Partnership - Updated Media Plan Flowchart for FY 2025

Move to approve the updated flowchart to reflect Visit Florida's 2025 Vacation Guide advertisement campaign.

D.3. 2025 Board Leadership Symposium - In-State Unbudgeted Travel

Approval for 3 individuals to attend the 2025 Board Leadership Symposium from January 29-31, 2025 in Orlando, FL.

E. DIRECTORS/MEDIA REPORT

E.1. Destination Update

E.2. Financial Updates

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. UPCOMING MEETING

Tourist Development Council Meeting - October 9, 2024

**H.1. Wednesday, November 13, 2024, at 9:00 am, Lecanto Government Building,
Room 166, 3600 W Sovereign Path, Lecanto, FL 34461**

I. ADJOURN