

Levy County Tourist Development Council Meeting

July 12, 2018

620 N. Hathaway Avenue, Bronson, Florida

Minutes

Call to Order: The Levy County Tourist Development Council (TDC) was called to order by County Commissioner and Council Chairman John Meeks at 6:10 PM.

Members in Attendance: In addition to County Commissioner and Council Chairman John Meeks, the following Levy County Tourist Development Council members were present:

Helen Ciallella, Vice Chairman
Teresa Barron, Chiefland City Commissioner
Jerry Robinson, Williston Mayor
Heidi Schwiebert
Rick LeFiles
Daryl Kirby

Tisha Whitehurst (Staff)
Catrina Sistrunk (Staff)

Quorum: The chair declared a quorum present.

Welcome & Introductions: Commissioner Meeks welcomed and introduced all in attendance.

Minutes: Minutes for the May 2, 2018 TDC Meeting were distributed to members.

Motion: Jerry Robinson moved to approve the minutes for the May 2, 2018 TDC Meeting as written.
MOTION ADOPTED.

Review of Financial Statements:

Current Fiscal Year Expenditures, Current Fiscal Year Revenues, and 2005-2018 Levy County Tax Revenue Comparison were reviewed.

New Business:

2018-2019 Marketing Plan: The proposed 2018-2019 Marketing Plan and new opportunities were presented by Levy County Visitors Bureau Executive Director Tisha Whitehurst for approval. During discussion, two amendments to the Marketing Plane were proposed:

- 1) Delete "Connect" from the Digital Monthly Marketing Service to enable comparison shopping among providers and to acquire more information from current provider
- 2) Delete \$25,000 from the Digital Marketing Service and Insert \$20,000 for Digital Marketing Service.

Motion:

Vice Chairman Helen Ciallella moved to approve the 2018-2019 Marketing Plan with proposed changes.

MOTION ADOPTED.

Director's Report:

- 1) Connect Report Reviewed-Social Media trending up
- 2) Brochure, Pamphlet, Map Printing Needs Reviewed
 - a. Shellfish Trail Reprint-checking with participating counties for need and for grant availability
 - b. Whimsical Map back
 - c. Levy County Brochure Update
- 3) Levy County Visitors Bureau Website Reviewed

Unfinished Business:

Visit Natural North

Florida Meeting Review: Meeting was moved from Cedar Lakes Woods and Gardens to First United Methodist Church Williston due to ADA Compliance. The meal was provided by the Levy County Historical Society.

Public Comments:

None

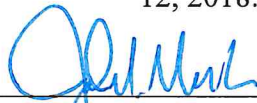
Announcements:

Sept. 7-9 Six Gun Territory's Wild West Weekend, Sept. 9-Oct. 20 Museum on Main Street in Cedar Key

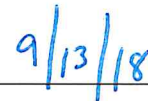
Adjournment:

With no further business to conduct, the Levy County Tourist Development Council Committee Meeting was adjourned at 7:25 PM on Thursday, June 12, 2018.

Approved: _____



Date: _____



Minutes Prepared By: _____

