

Levy County Tourist Development Council Meeting

July 13, 2023

607 SW 1st Avenue, Williston FL 32696

Minutes

Call to Order: The Levy County Tourist Development Council (TDC) Meeting was called to order by Chairman Matt Brooks at 9:09 AM. The minutes are being taken by Catrina Sistrunk.

Members in Attendance: Matt Brooks, Helen Ciallella, Tim Haines, Daryl Kirby, Vicki Todd, Catrina Sistrunk (Staff) and Tisha Whitehurst (Staff)

Quorum: The chair declared a quorum present.

Welcome & Introductions: Chairman Matt Brooks welcomed all in attendance

Minutes Approval: Minutes for the May 11, 2023 TDC Meeting were distributed to members.

Motion: Vicki Todd made a motion to approve the minutes for the May 11, 2023 TDC Meeting as presented.

MOTION ADOPTED

Review of Financial Statements: 2023 Year to Date Fiscal Year Expenditures, and 2008-2023 Levy County Tax Revenue Comparison were reviewed.

New Business:

Director's Report:

a.) 2023-2024 Proposed Marketing Plan

Motion: Helen Ciallella made a motion to recommend to the Levy BOCC to approve the proposed 2023-2024 Marketing Plan.

MOTION ADOPTED

b.) The Sign Universe Wrap Quotes 11357 (Highway 19) & 11358 (Withlacoochee Gulf Preserve)

Motion: By General Consent, a motion to recommend to the Levy BOCC to fund two billboard signs to honor "The Towns" 100th Anniversary per Quotes 11357#2 for \$6,225 and 11358#2 for \$1,245 was adopted.

MOTION ADOPTED

c.) Fence Quote

Motion: Helen Ciallella made a motion to approve the funding of \$3003.47 for a fence between the Levy County Visitors Bureau and the unoccupied Williston Hospital and to approve a tourism mural to be painted on the fence panels in the future.

MOTION ADOPTED

d.) Visit Florida Free Partner Program Image and Video

e.) Beyond the Surface TV

- a. Item tabled until the September TDC meeting to gather more information about Beyond the Surface.

f.) Other

- 1. Tisha Whitehurst has been appointed to serve on the Visit Florida Industry Service Council.
- 2. Tisha Whitehurst is registered to attend the 2023 Florida Governor's Conference on Tourism in September.

Adjournment:

With no further business to conduct, the Levy County Tourist Development Council Meeting was adjourned at 10:09 AM.

Approved: _____

Date: _____