

Levy County Tourist Development Council Meeting
June 18, 2026
Levy County Government Building Conference Room C

Minutes

Call to Order: The Levy County Tourist Development Council (TDC) Meeting was called to order by Chairman Desiree Mills at 9:03 a.m. The minutes are being taken by Catrina Sistrunk.

Members in Attendance: Helen Ciallella, Tim Haines, Amy Henderson, Debra Jones, Daryl Kirby, Desiree Mills, Vicki Todd, Norman Weaver and Catrina Sistrunk (Staff)

Visitors: Jeff Hardison, Landon Harrar, Adam Stites, Kim Wheeler and Terry Witherell

Quorum: The chair declared a quorum present.

Welcome & Introductions: Chairman Desiree Mills welcomed all in attendance.

Minutes Approval: Minutes for the May 21, 2026 TDC Meeting were distributed to members.

Motion: Tim Haines made a motion to approve the minutes for the May 21, 2026 TDC Meeting as presented.

MOTION ADOPTED

Review of Financial Statements: 2026 Year to Date Expenditures, and 2010-2026 Levy County Tax Revenue Comparison were reviewed.

New Business:

Director's Report: a.) Update on Current Tourism Projects:

1. Cedar Key Historic Trestle Paddling Trail has been approved by FWC. Next step will be placing signage in the Gulf.
2. Vista Camp Letter of Support

Motion: Helen Ciallella made a motion to provide Vista Camp with a letter of support.

MOTION ADOPTED

3. Tourist Development Tax Spend, Number of Rental Units and Number of Events per municipality report shared
4. Chiefland Watermelon Trail Update-all 6 watermelons have been painted. Next step will be ribbon-cutting, and rack card publication.
5. Cedar Key Clam Trail Update-5 clams are being painted now
6. Williston Peanut Trail-6 peanuts are in production now
7. Big Bend Shellfish Trail-brochures printed. Franklin County would like to be added to the BBST.

8. Projects with Parks & Recreation Department-the playground has been installed in Blue Springs County Park.
9. Levy County will be hosting the Visit Natural North Florida meeting on July 16th.
10. Whimsical Map and Things to Do in Levy County Brochure have been reprinted and are available for disbursement.
11. Catrina Sistrunk attended the Southeast Tourism Society's Marketing College at Mercer on May 31-June 5
12. Levy County Ordinance 86-3-Tourism Manager is working with the Levy County Tax Collector on the necessary revisions to Ordinance 86-3 to change Tourist Development Tax collection from the Florida Department of Revenue to the Levy County Tax Collector.
13. Proposed Property Tax Revision-Potential County Budget shortfalls due to Florida's proposed Property Tax changes may need Tourist Development Tax support where allowable, i.e. County Parks
 - b.) Tourism Municipality Grants & Withlacoochee Gulf Preserve-Williston, Yankeetown and ½ Withlacoochee Gulf Preserve need to apply before the end of the fiscal year.
 - c.) Event Sponsorships
 1. I Love Cedar Key
 2. Big Squeeze at the Crossroads Lodge-radio ads
 3. Living Cedar Key Golf Cart Tours-waiting on W9
 4. Blackwater Angler Festival-submitted inquiry in event portal
 - d.) Print Ad Review
 - e.) Proposed 2026-2027 Levy County Visitors Bureau Marketing Plan

Motion:

Debra Jones made a motion to recommend to the Levy County Board of County Commissioners to approve the proposed 2026-2027 Levy County Visitors Bureau Marketing Plan as amended.

MOTION ADOPTED**Unfinished Business:**

1. Adam Stites, Cedar Key Chamber of Commerce President, and Suzanne Franus, 360 Media Strategy via Zoom, reported on the current Cedar Key "Time Slows Down" digital marketing campaign and decreased the previous request on May 21st of \$57,600-\$60,000/year to \$36,000 for the campaign to run an additional year. After lengthy discussion, no motion was made; however, in the proposed 2026-2027 Marketing Plan, there is a line for a county-wide digital marketing campaign for \$25,000 and for \$8,000 for each municipality (Bronson, Cedar Key, Chiefland, Williston, and Yankeetown/Inglis) to have a video and/or digital marketing campaign for tourism promotion. The TDC is in strong support of having a county-wide digital marketing

campaign promoting the entire county, organized through the Levy County Visitors Bureau driving traffic to the Visit Levy website, and support for all of the major municipalities to have a matching fund/grant to assist with digital promotion of tourism of each municipality.

Public Comment:

1. Helen Ciallella is working on historic markers in Yankeetown

Adjournment: With no further business to conduct, the Levy County Tourist Development Council Meeting was adjourned at 11:15 a.m.

Approved: _____ Date: _____