

Levy County Tourist Development Council Meeting
March 12, 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 9:05 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, and Catrina Sistrunk (Staff)
- Visitors: Landon Harrar, Levy County Economic Development Manager
Emily Casey
Kim Wheeler
- Quorum: The chair declared a quorum present.
- Welcome & Introductions: Chairman Desiree Mills welcomed all in attendance.
- Minutes Approval: Minutes for the January 8, 2026 TDC Meeting were distributed to members.
- Motion:** Vicki Todd made a motion to approve the minutes for the January 8, 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.) TDC Member Re-Appointments-
- Motion:** Tim Haines made a motion to recommend to the BoCC:
1. The reappointment of Norman Weaver, Elected Official, Heidi Schwiebert, Accommodation Owner/Manager and Daryl Kirby, At Large Member, to the Tourist Development Council for a term expiring April 15, 2030.
 2. The reappointment of Vicki Todd, but change designation from At Large Member to Accommodation Owner/Manager for a term expiring April 15, 2030.
 3. The reappointment of Helen Ciallella, but change the designation from Accommodation Owner/Manager to At Large Member for a term expiring April 15, 2030.
 4. To change the designation for the remainder of the terms of Tim Haines from Accommodation Owner/Manager to At Large Member

and change Amy Henderson’s designation from At Large Member to Accommodation Owner/Manager, term expiring April 15, 2028.

MOTION ADOPTED

b.) TDC Meeting Change-due to scheduling conflicts:

- 1. The May TDC Meeting has been changed to May 21st
- 2. The September TDC Meeting has been changed to September 3rd.

c.) Event Sponsorships:

- 1. Cedar Key Independence Day
- 2. Chiefland Watermelon Festival
- 3. Chiefland Tour de Melon
- 4. Wild Hog Canoe Race
- 5. Premier Events
- 6. Levy County Historical Society

d.) Tourism Municipality Grants & Withlacoochee Gulf Preserve

e.) Project Update:

- 1. Rural Counties Day
- 2. Chiefland Watermelon Trail
- 3. Cedar Key Clam Trail Extension
- 4. Williston Peanut Trail
- 5. Big Bend Shellfish Trail
- 6. Social Media Ad Campaign Sarah Phinney Report

f.) Print Ad Review

g.) Playground for Blue Springs County Park

Motion:

Helen Ciallella made a motion to split the cost of playground equipment at Blue Springs County Park with the County Park & Recreation Department with each department paying up to \$13,749.50 based on Quote 54203 from ProPlaygrounds.

MOTION ADOPTED

Public Comment:

Adjournment:

With no further business to conduct, the Levy County Tourist Development Council Meeting was adjourned at 10:05 a.m.

Approved: _____

Date: _____