

Levy County Tourist Development Council Meeting

January 8, 2026

Levy County Visitors Bureau

Minutes

- Call to Order: The Levy County Tourist Development Council (TDC) Meeting was called to order by Chairman Desiree Mills at 9:00 a.m. The minutes are being taken by Catrina Sistrunk.
- Members in Attendance: Helen Ciallella, Tim Haines, Debra Jones, Desiree Mills, Heidi Schwiebert, Vicki Todd, Norman Weaver, and Catrina Sistrunk (Staff)
- Visitors: Steve Cournoyer, Florida Paddling Trails Association
Dorsey DeMaster, Florida Paddling Trails Association
Adam Stites, Cedar Key Chamber of Commerce
- Quorum: The chair declared a quorum present.
- Welcome & Introductions: Chairman Desiree Mills welcomed all in attendance.
- Minutes Approval: Minutes for the September 11, 2025 TDC Meeting were distributed to members.
- Motion:*** Tim Haines made a motion to approve the minutes for the September 11, 2025 TDC Meeting as corrected.
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.) Levy County Visitors Bureau is moving to the Levy County Government Building in Bronson by March 1, 2026.
 - b.) Visit Natural North Florida-Tisha Whitehurst resigned from the committee and Catrina Sistrunk has been appointed.
 - c.) 2026 Rural Counties Day Jan. 21 & 22, 2026-we will be distributing smoked fish dip from Brook's Dockside Seafood and Driftwood Bar & Grill.
 - d.) Chiefland Watermelon Trail-watermelons have been delivered.
 - e.) Cedar Key Clam Trail extension of 4 clams will start production the first week of February for a delivery target of early May.
 - f.) Williston Peanut Trail-Icon Poly has started the renderings for the peanut statues
 - g.) Williston Chamber Brochure-the Williston Chamber has requested assistance in printing their brochure. It is in the editing process.
 - h.) Big Bend Shellfish Trail-brochure being edited & 4 educational panels

with frames being manufactured.

- i.) North Florida Trail Brochure Update-copy of brochure distributed
- j.) Things to Do in Levy County Brochure distributed
- k.) Cedar Key Map for Chamber of Commerce distributed
- l.) Social Media Storyteller-Sarah Phinney update
- m.) Event Sponsorship Updates
- n.) Print Ad Review

Public Comments:

- a.) Cedar Key Historic Trestle Paddling Trail Update
- b.) Cedar Key Chamber of Commerce “Time Stands Still” Advertising Campaign Update and Additional Request.

Motion:

Vicki Todd made a motion to fund 2 additional months of the Time Stands Still Campaign for \$4,500 each month for a total of \$9,000.

MOTION ADOPTED

Adjournment:

With no further business to conduct, the Levy County Tourist Development Council Meeting was adjourned at 10:55 a.m.

Approved: _____

Date: _____