

Levy County Tourist Development Council Meeting

May 9, 2024

Levy County Visitors Bureau

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, Zach Bullock, Helen Ciallella, Tim Haines, Amy Henderson, Daryl Kirby 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 March 14, 2024 TDC Meeting were distributed to members.

Motion: Tim Haines made a motion to approve the minutes for the March 14, 2024 TDC Meeting as presented.

MOTION ADOPTED

Review of Financial Statements: 2024 Year to Date Fiscal Year Expenditures, and 2009-2024 Levy County Tax Revenue Comparison were reviewed.

New Business:

Director's Report:

Motion:

a.) 2024-2025 Proposed Marketing Plan

Helen Ciallella made a motion to recommend to the Levy County BOCC to approved the amended 2024-2025 Marketing Plan as presented.

MOTION ADOPTED

b.) Visit Florida Targeted Meeting Assistance

c.) Visit Natural North Florida Meeting-Levy County June 20, 2024

d.) Tourism Newsletters

e.) Bed Tax Legislation Update

f.) TDC Resignation of Lance Hayes submitted verbally. A written resignation was requested.

Adjournment: With no further business to conduct, the Levy County Tourist Development Council Meeting was adjourned at 9:19 AM.

Approved: _____

Date: _____