

Levy County Tourist Development Council Meeting
May 21, 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 9:01 a.m. The minutes are being taken by Catrina Sistrunk.
- Members in Attendance: Helen Ciallella, Tim Haines, Amy Henderson, Debra Jones, Desiree Mills, Norman Weaver and Catrina Sistrunk (Staff)
- Visitors: Emily Casey, Tricia Horvath, Adam Stites, Dell Weible, and Kim Wheeler
- Quorum: The chair declared a quorum present.
- Welcome & Introductions: Chairman Desiree Mills welcomed all in attendance.
- Minutes Approval: Minutes for the March 12, 2026 TDC Meeting were distributed to members.
- Motion:** Debra Jones made a motion to approve the minutes for the March 12, 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.) Event Sponsorships:
 - 1. Williston Independence Day
 - 2. Cedar Lakes Woods & Gardens Spring Festival
 - 3. Cedar Key Arts Festival
 - b.) Tourism Municipality Grants & Withlacoochee Gulf Preserve-Cedar Key, Inglis, Williston, Yankeetown and ½ Withlacoochee Gulf Preserve need to apply before the end of the fiscal year.
 - c.) Project Update:
 - 1. Chiefland Watermelon Trail-Norman Weaver gave update
 - 2. Cedar Key Clam Trail Extension-5 additional clams to be delivered very soon with a goal of completion by the Cedar Key Seafood Festival.
 - 3. Williston Peanut Trail-Icon Poly rendering shared with TDC and waiting for approval by the City of Williston.
 - 4. Big Bend Shellfish Trail-2026 brochures distributed and waiting for update on the installation of the 4 educational panels.
 - 5. Projects with Levy County Parks & Recreation
 - a.) Kiosks in County Parks photo shared

- b.) Blue Spring Playground permits were just approved
- 6. “Whimsical Map” and “Things to Do in Levy County” updated and sent to the printer

d.) Print Ad Review

e.) Other:

- 1. Catrina Sistrunk attended the Destinations Florida Marketing Summit and Cedar Key Chamber After-Hours event at the Island Room Hotel.
- 2. Catrina Sistrunk will be attending the Southeastern Tourism Society’s Marketing College the first week of June
- 3. Capital Outlay TDC Brainstorming Ideas-
 - a. Cedar Key
 - 1. “Dock Street” signage/archway and historical facts and significance of Dock Street
 - 2. Pickleball Court in the City Park
 - b. Chiefland
 - 1. Memorial Park for Veterans
 - c. Inglis/Yankeetown
 - 1. Withlacoochee Gulf Area Chamber of Commerce signage for tourist information
 - 2. Tourist Information Signage on US19
 - 3. Pickleball Court Repair at South Levy Park
 - benches
 - adequate walkway
 - lighting
 - shade structure
 - d. Williston
 - 1. Williston Regional Airport Signage
 - e. Gulf Hammock
 - 1. Kayak launch on the Waccasassa River

Public Comment:

- 1. Adam Stites, Cedar Key Chamber of Commerce President, requested \$50,000 for Cedar Key’s “Time Slows Down” Campaign. After lengthy discussion and with additional procurement questions, a Tourist Development Council Meeting was called for June 18th at 9:00AM to continue discussion.

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

Approved: _____ Date: _____