Levy County Tourist Development Council Meeting
September 3, 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 9:07 a.m. The minutes are being taken by Catrina Sistrunk.
Members in Attendance:	Helen Ciallella, Amy Henderson, Desiree Mills, Vicki Todd, Norman Weaver and Catrina Sistrunk (Staff)
Visitors:	Jeff Hardison, Kim Wheeler, Terry Witherell and Terry Witt
Quorum:	The chair declared a quorum present.
Welcome & Introductions:	Chairman Desiree Mills welcomed all in attendance.
Minutes Approval:	Minutes for the June 18, 2026 TDC Meeting were distributed to members.
Motion:	Helen Ciallella made a motion to approve the minutes for the June 18, 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. Event Sponsorships
    a. Living Cedar Key Golf Cart Tours
    b. Williston Rotary Purple Pinky Run
    c. The Big Squeeze Radio Ads
    d. Visit Florida Contest-Lodging by Black Prong, Living Cedar Key Golf Cart Tours, Devil's Den and Cedar Lakes Woods and Gardens donated passes. Find out soon if this package is selected as part of their contest.
    e. Cedar Key Seafood Festival Radio ads after Oct. 1
2. Tourism Grants-Williston & Yankeetown have not submitted; ½ WGP
3. Project Update:
    a. Chiefland Watermelon Trail Update
        i. Ribbon Cutting at City Council Meeting
        ii. Extra Watermelon ordered
        iii. Postcard designed
        iv. Waiting on rack card design from graphic designer
        v.

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   b. Cedar Key Clam Trail Extension Update
      i. Ribbon Cutting at Seafood Festival in October?
      ii. Graphic Designer is working on new rack card
   c. Williston Peanut Trail Update
      i. Waiting on ship date
   d. Yankeetown/Inglis-statue item and locations identified
4. Print Ad Review
5. 2026-2027 Marketing Plan was approved as recommended by the TDC at the BoCC meeting on 8/25/2026.
6. Other:
   a. Placer.ai report
   b. Levy County hosted the July Visit Natural North Florida meeting
   c. Attended a North Florida Trails meeting to discuss updates to brochure and website

Public Comment:

1. Kim Wheeler announced that Black Prong Resort is actively working toward becoming officially recognized as a Dark Sky Approved Resort.

Adjournment: With no further business to conduct, the Levy County Tourist Development Council Meeting was adjourned at 10:15 a.m.

Approved: _____ Date:_____

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