

Levy County Tourist Development Council Meeting

June 4, 2020

607 SW 1st Avenue, Williston, Florida 32696

Minutes

- Call to Order: The Levy County Tourist Development Council (TDC) Meeting was called to order by Chairman Matt Brooks at 6:01 PM. The minutes are being taken by Catrina Sistrunk.
- Members in Attendance: Matt Brooks, Helen Ciallella, Daryl Kirby, Jerry Robinson, Vicki Todd, Tim West, 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 5, 2020 TDC Meeting were distributed to members.
- Motion:** Helen Ciallella made a motion to approve the minutes for the March 5, 2020 TDC Meeting as presented.
MOTION ADOPTED
- Review of Financial Statements: Year to Date Fiscal Year Expenditures, Year to Date Fiscal Year Revenues, and 2005-2020 Levy County Tax Revenue Comparison were reviewed.
- New Business:
- Director's Report: a.) How to Do Florida Proposal was reviewed. The consensus of the TDC is to wait for the ability to have fresh footage available.
b.) Social Media Proposals from Connect and Telia were reviewed
Motion: Jerry Robinson made a motion to recommend to the Levy County Board of County Commissioners to adopt the 2020-2021 contract for \$25,000 (\$20,000 Levy Complete + \$5,000 Leisure Contact Activation) with Connect.
MOTION ADOPTED
c.) 2020-2021 Proposed Marketing Plan was reviewed
Motion: Jerry Robinson made a motion to recommend to the Levy County Board of County Commissioners to approve the 2020-2021 Proposed Marketing Plan.
MOTION ADOPTED
d.) Connect Online Lead Generation Proposal
Motion: Helen Ciallella made a motion to approve the Connect Online Lead Generation Proposal at a cost of \$2,499 for the 2019-2020 Fiscal Year.
MOTION ADOPTED
- Public Comments: None
- Announcements: The next TDC scheduled meeting is July 9, 2020 at 6:00 PM.
- Adjournment: With no further business to conduct, the Levy County Tourist Development Council Meeting was adjourned at 6:39 PM.

Approved: _____

Date: _____

Minutes Prepared By: Catrina Sistrunk