

Levy County Tourist Development Council Meeting

AGENDA

November 2, 2017 at 6:00 PM

620 N Hathaway Avenue, Bronson, FL 32621

TDC ATTENDANCE:

Government Seat: CHAIRMAN: Levy County Commissioner John Meeks __

Accommodation Seats: VICE CHAIR: Helen Ciallella__ Kathy Carver__ and Heidi Schwiebert__

Government. Seats: City of Chiefland Comm. Teresa Barron__ and City of Williston-Mayor Gerald Hethcoat __

Tourism Industry Seats: Amy Henderson__ Capt. Rick LeFiles__ and Daryl Kirby__

Staff: Carol McQueen__ Admin Asst.____

6:00 WELCOME: Recognition of guests: _____

6:02 MINUTES APPROVAL

- 1) October 5, 2017 Minutes (VOTE)

6:05 REVIEW OF FINANCIAL STATEMENTS

- 1) Expenditures: October 1, 2016 through September 30, 2017
- 2) Revenues: FY 2016-2017 (Oct. 1, 2016 to current)
- 3) Past (2005) to most current, comparisons

6:15 NEW BUSINESS

- 1) Levy County Visitors Bureau Mission Statement Review and Approval (VOTE)
- 2) Director's Job Posting update
- 3) Review of advertisement campaigns & Google Analytics
- 4) Director's Report and announcements: Legislative Bills

6:50 OLD BUSINESS:

- 1) Event Review: SLMP and BBST
- 2) Levy County Tourist Development Council 2018 meeting schedule (handout)
- 3) Levy County TDC Updated Member List (handout)

7:00 PUBLIC COMMENTS _____

7:10 ANNOUNCEMENTS:

NOVEMBER. 4-5 Six Gun Territory-Kirby Farm (ticketed event). Nov. 4 Cedar Key Historical Museum's 'Dining on the Island' (ticketed event). Nov. 11 Veteran's Day Parade-Williston (Free event). Nov. 11 John Muir's 1000 Mile walk to the Gulf event in Cedar Key (ticketed event). Nov. 18-19 Yankeetown Seafood Festival-Lions Club (free event). Nov. 18 Fall at the Blues Farm-Hospice event (ticketed event). Nov. 25-Dec. 22 Christmas Express-Kirby Farm (ticketed event). Nov. 25 (South Levy Mkt. Place and Chiefland Farmers Mkt. Free events) Nov. 24-25 Clay Landing Days-Manatee State Park-Chiefland (Entry fee to park/wagon rides ticketed). Nov. 25 Christmas Tree Lighting-Cedar Key Park (free event).

DECEMBER 1-3 Pirate Invasion Festival -Cedar Key (Free/some ticketed entry). Dec. Bronson Farmers Mkt. (Free event). Dec. 2 Light Up Williston (Free Event). Dec. 2 Fanning Springs Christmas Boat Parade & Festival (Free event). Dec. 9 Chiefland Christmas Festival and Parade (free event). Dec. 9 Cedar Key Christmas Boat Parade and Santa Clam (free event). Dec. 16 Taste of Cedar Key (Ticketed event). Dec. 16 Seahorse Key OPEN HOUSE (free event).

NEXT MEETINGS: ONE Meeting left this year: Thursday-January 4, 2018 @ 6:00 PM
TDC office-620 N Hathaway Ave., Bronson.

- d. Commissioner Meeks reviewed Legislative Bills issues that were currently before the House and how this bill will affect tourism in a negative way for Florida. There was discussion on how TDC members could oppose the House Bill.

OLD BUSINESS:

- a. McQueen review with printouts the current events that have taken place, South Levy Market Place with ELVIS DAY held on October 28 in Inglis and the Big Bend Shellfish Trail Official Opening & Ribbon Cutting in Cedar Key on October 21 during the Cedar Key Seafood Festival.
- b. McQueen reviewed the Levy County Tourist Development Council 2018 meeting schedule (handout)
- c. She also reviewed the Levy County TDC Updated Member List (handout) and asked for any updates or changes to be provided.

PUBLIC COMMENTS: With this being the final TDC meeting for Director Carol McQueen to attend, there were several positive comments made by members about her years of service to Levy County and the TDC. A retirement cake, cards and gift was presented to the retiring director.

ANNOUNCEMENTS were reviewed by McQueen.

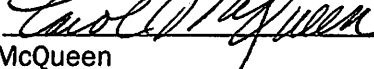
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NEXT MEETINGS: Chairman Meeks reminded TDC members of their Thursday-January 4, 2018 @ 6:00 PM at TDC office-620 N Hathaway Ave., Bronson.

With no further business, Chairman Meeks adjourned the meeting at 7:50 pm.

Approved By:  Date: 3/1/18
Chairman John Meeks

Minutes prepared by:  Date: 11/20/2017
Carol McQueen

Levy County Tourist Development Council

MISSION STATEMENT

Created by Levy County Board of County Commissioners in 2002, the Levy County Tourist Development Council (LCTDC) oversees the development and marketing of Levy County as a vacation and tourism destination. The goal of the LCTDC is to generate visitation to Levy County and thereby generating tax revenue for the county; including but not limited to, sales tax, tourist development tax and fuel tax.

Final approved 11/02/2017 by TDC