



# Marion County

## Tourist Development Council

### Meeting Agenda

---

Thursday, October 23, 2025

9:00 AM Tourist Development Conference  
Room

---

**Microsoft Teams:**

[https://teams.microsoft.com/l/meetupjoin/19%3ameeting\\_YjZiY2ZjMTgtMjEwOC00OTk5LWFINDItYjdmYTBiYWY4MWRk%40thread.v2/0?context=%7b%22Tid%22%3a%2225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d](https://teams.microsoft.com/l/meetupjoin/19%3ameeting_YjZiY2ZjMTgtMjEwOC00OTk5LWFINDItYjdmYTBiYWY4MWRk%40thread.v2/0?context=%7b%22Tid%22%3a%2225a1914d-7aca-40d5-91d5-cd84a5137a31%22%2c%22Oid%22%3a%228b5f45ba-a0b4-4a92-af98-109ad26934b1%22%7d)

Meeting ID: 266 549 783 070

Password: Qt6op2oy

Phone Number: +1 321-245-5074,,104706757#

Phone Conference ID: 104 706 757#

MEMBERS OF THE PUBLIC ARE ADVISED THAT THIS MEETING/HEARING IS A PUBLIC PROCEEDING, AND THE CLERK TO THE BOARD IS MAKING AN AUDIO RECORDING OF THE PROCEEDINGS, AND ALL STATEMENTS MADE DURING THE PROCEEDINGS, WHICH RECORDING WILL BE A PUBLIC RECORD, SUBJECT TO DISCLOSURE UNDER THE PUBLIC RECORDS LAW OF FLORIDA. BE AWARE, HOWEVER, THAT THE AUDIO RECORDING MAY NOT SATISFY THE REQUIREMENT FOR A VERBATIM TRANSCRIPT OF THE PROCEEDINGS, DESCRIBED IN THE NOTICE OF THIS MEETING, IN THE EVENT YOU DESIRE TO APPEAL ANY DECISION ADOPTED IN THIS PROCEEDING.

1. Roll Call
2. Meeting Materials
  - 2.1 [Meeting Materials](#)
3. Motion: Approval of Minutes
  - 3.1 [MOTION: Approval of September 2025 Tourist Development Council Minutes](#)
4. Motion: Acknowledgement of Financials
  - 4.1 [MOTION: Acknowledgement of Financials - September 2025](#)
5. Report from Chair
  - 5.1 [Introduction of incoming TDC Member, Bobby Walker](#)
  - 5.2 [Recognition of outgoing TDC Member, Jason Reynolds](#)
  - 5.3 [PRESENTATION: Short Term Rental Compliance Update, Marion County Tax Collector, George Albright and Deputy Tax Collector, Tammy McCann](#)

5.4 [Proposed Tourist Development Council Meeting Dates 2026](#)

5.5 [Annual Membership Eligibility Attestations](#)

**6. Funding Requests**

6.1 [Fiscal Year 2026 Event Funding Allocations](#)

6.2 [MOTION: HITS Ocala Winter Circuit Weeks 4-7 \(Room Night Generating\) \(Requested Funding - \\$10,000\)](#)

6.3 [MOTION: HITS Ocala Winter Circuit Weeks 8-10 \(Room Night Generating\) \(Requested Funding - \\$10,000\)](#)

6.4 [MOTION: Revised AYF Football Southeast Regional Championship \(Room Night Generating\) \(Requested Funding - \\$4,000\)](#)

**7. Staff Updates**

7.1 [MOTION: America 250 - Media and Marketing Plan](#)

7.2 [North Central Florida Regionalism](#)

7.3 [Marketing Assistance Funding Program FY 25 Report](#)

7.4 [Third Tourism Annual Meeting - December 11, 2025](#)

7.5 [TDC Collections/STR and Key Data Update](#)

7.6 [Marketing and Communications Update](#)

7.7 [Sales Update](#)

7.8 [TDC Events Calendar](#)

**8. Notation for Record**

8.1 [Sales Report](#)

8.2 [TDC Attendance Report](#)

**9. Old Business**

**10. New Business**

**11. Public Comment**

If you would like to address the council during public comment you may submit your comments in advance to [sales@marionfl.org](mailto:sales@marionfl.org) by Tuesday, October 21, 2025 at 5:00 PM.

Due to the Thanksgiving holiday, the next Tourist Development Council Meeting will be held on November 20, 2025 at 9:00 AM.