



Marion County

Tourist Development Council

Meeting Agenda

Thursday, August 22, 2024

9:00 AM Tourist Development Conference Room

Microsoft Teams: https://teams.microsoft.com/dl/launcher/launcher.html?url=%2F_%23%2Fmeetup-join%2F19%3Ameeting_OTdmNjllYTAAtNjJiNS00ZDc3LWlyNmItZGZiZGZjYWUwZDgz%40thread.v2%2F0%3Fcontext%3D%257b%2522Tid%2522%253a%252225a1914d-7aca-40d5-91d5-cd84a5137a31%2522%252c%2522Oid%2522%253a%25228b5f45ba-a0b4-4a92-af98-109ad26934b1%2522%257d%26anon%3Dtrue&type=meetup-join&deeplinkId=6d737dc9-b234-457c-8e7c-9e4d1a2d054f&directDI=true&msLaunch=true&enableMobilePage=true&suppressPrompt=true

Meeting ID: 246 453 046 500

Password: 3mfjiY

Phone Number: 321-245-5074

Phone Conference ID: 976 101 066#

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

[Meeting Materials](#)

3. Motion: Approval of Minutes

[MOTION: Approval of June 2024 Tourist Development Council Minutes](#)

4. Motion: Acknowledgement of Financials

[MOTION: Acknowledgement of Financials - June and July 2024](#)

5. Report from Chair

[Advisory Board Training](#)

6. Funding Requests

[MOTION: Festivals of Speed presents A Salute to Veterans](#)

[MOTION: Ocala Comic Con](#)

[MOTION: Miss Florida Rodeo Pageant](#)

[MOTION: Grandview Fall Fun Draft Horse Show](#)

[MOTION: Fiddler's Turkey Run](#)

[MOTION: Proposed Marketing Assistance Funding Program Recipients for FY 2024-2025](#)

7. Staff Updates

[PRESENTATION: Ocala/Marion County Tourism Placemaking Plan and Feasibility Analysis](#)

[PRESENTATION: Media Plan FY 2024-2025](#)

[PRESENTATION: Quarterly Public Relations and Analytics Report - April - June Data](#)

[Sales Update](#)

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

[TDC Events Calendar](#)

8. Notation for Record

[Quarterly Economic Impact/Visitor Tracking Report - April - June Data](#)

[Sales Report](#)

[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@marioncountyfl.org by Tuesday, August 20, 2024, at 5:00PM.

The next Tourist Development Council Meeting will be held on September 26, 2024 at 9:00 AM