Marion County

Tourist Development Council

Meeting Agenda

The Marion County Visitors and Convention Bureau (VCB) operates in accordance with Florida State Statute 125.0104.

Thursday, July 22, 2021 **10:00 AM** **Tourist Development Conference Room**

WebEx: https://marioncountyfl.webex.com/marioncountyfl/onstage/g.php?MTID=e9ba651661a50a5b7b76901e726cc1769
Event Password: meeting Phone: 1-415-655-001
Access Code: 172 574 9576

1. **Roll Call**

2. **Meeting Materials**

   Meeting Materials

3. **Motion: Approval of Minutes**

   Approval of May TDC Minutes

4. **Motion: Acknowledgement of Financials**

   MOTION: Acknowledgement of Financials - May 2021

   MOTION: Acknowledgement of Financials - June 2021

5. **Report from Chair**

   PRESENTATION: Gateway Signage Update - Rick Busche, Kimley Horn

6. **Funding Requests**

   MOTION: Date Change - International Taekwon-Do Instructor Course Summer Camp

   MOTION: American Youth Football

   MOTION: Grandview Invitational

   MOTION: Grandview World Nights

   MOTION: HITS Ocala Cup Week

   MOTION: HITS Ocala Holiday Series

MOTION: HITS Ocala Winter Circuit

MOTION: Alpha Win - Triathlon

MOTION: Kingdom of the Sun

MOTION: Live Oak International

MOTION: Post-Event Classic Rock Weekend

7. Staff Updates

Introduction - Tracy Straub

RFP's - Brand / Media

Q4 Media Plan

VCB Strategic Plan Update

TDT Collections/STR and Key Data Update

Sales Update

8. Notation for Record

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@marioncfl.org by Tuesday, July 20th , at 5:00PM.

Next TDC Meeting August 26, 2021 @ 10:00 A.M.