

Citrus County Tourist Development Council
Meeting Minutes
January 11, 2023

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:00 am on January 11, 2023 in Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461 by Commissioner Holly L. Davis.

1. **Invocation** – Councilmember Jacquie Hepfer led the invocation.
2. **Pledge of Allegiance** – Councilmember Jacquie Hepfer led the pledge.
3. **Roll Call** – John Pricher took roll call; a quorum was present.

Attendee Name	Title	Status	Arrived
Holly L. Davis	Commissioner	Present	
Michael Mancke	Vice-Chairman	Present	
Cindi Guy	Councilmember	Present	
Jacquie Hepfer	Councilmember	Present	
Dr. Paresh Desai	Member	Absent	
Mike Engiles	Member	Present	
Mike Shoemaker	Member	Present	
Ashton Srock	Member	Absent	
Gene McGee	Member	Absent	

County Staff Present: John Pricher, Terry Natwick, Jodi Casalvieri, Christina Lamb, Kelly Miller, Elissa Hofelt

Public in Attendance: Woody Worley, Brandon Branch, Laurie Pike, Brett Gordon, TJ Fletcher, Josh Johnson

4. Adoption of the Agenda

Adoption of the January 11, 2023 agenda as presented. Jacquie Hepfer asked about the timeline for adding agenda items. John Pricher clarified that agenda items are due two weeks before the meeting date and goes through an approval process.

RESULT	Approved unanimously
MOVER	Cindi Guy
SECONDER	Jacquie Hepfer
AYES	

B. Approve minutes of meeting.

Approve the December 14, 2023 TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Cindi Guy
AYES	

C. Open to the Public

Woody Worley commented that the City of Inverness is looking for support for the Inverness Country Jam. The 2023 event will happen in conjunction with the annual bike trail event and the Market at the Depot. The anticipated dates are October 7-8 to be held at Liberty Park.

D. Presentations

D.1. Local Lines Television Brandon Branch presented a sponsorship opportunity through Crystal River Fishing Company and Local Lines Television. Local Lines Television will air on Waypoint TV highlighting turkey hunting as well as lake and saltwater fishing. This sponsorship will include 6 full day fishing charters, a feature on Captain Brandon’s custom boat and truck wrap as well as the TV show. Brandon anticipates around 20 million views between social media and the television show. They will also be traveling to fish at some of the bigger redfish circuits gaining more exposure for the area. Request is \$18,000 from Special Projects and Madden Media will process the payment. Mike Shoemaker moved to approve. Cindi Guy second. Motion carried unanimously.

D.2. Save Crystal River The Save Crystal River presentation will be moved to a future meeting.

D.3. Madden Media Updates and Requests Madden Media presented the FY22 and FY23 marketing highlights and updates. We saw a 53% increase in site traffic meaning over 500,000 new users visited the website and saw a 35% increase in visits from family vacationers in FY22. Crystal River saw spikes in organic domestic and international traffic. Marketing efforts have shown to be very successful and ROAS tracking campaigns show a \$9.58 return on every \$1.00 spent on advertising. FY23 Q1 shows an impressive 9.3 million impressions generated through our campaigns. SEM CTR is up 12.56%. Organic traffic is still up, and demographics show an age shift for website visitors from 55+ in FY22 to 35-54.

Zoo Activations – A key component of the conservation campaign includes partnering with zoos around the country to increase awareness of manatee conservation. The team sent RFPs to 14 different zoos and 3 agreed to a partnership. Madden recommends Zoo Tampa and Cincinnati Zoo. The team will hold an in-person event to engage zoo visitors with promotional giveaways and literature. Zoo visitors can enter a sweepstakes to win a trip to swim with the manatees. The Augmented Realty portal is expected to be finished by the end of February and will be showcased at these events. Request is \$100,000 from Special Projects for Cincinnati Zoo and Zoo Tampa Activations. Mike Engiles moved to approve. Michael Mancke second. Motion carried unanimously.

Diversity, Equity, & Inclusion (DEI) Video/Photoshoot – Madden Media proposed a video/photoshoot to refresh our brand imagery to better represent all types of individuals and attract wider audiences bringing more visitors to the area. 54% of consumers say that they don't feel culturally represented in online advertising and are more likely to interact with an ad that they feel authentically represents their orientation. Request is \$55,000 from Special Projects for Diversity, Equity, & Inclusion Video/Photoshoot. Jacquie Hepfer moved to approve. Mike Shoemaker second. Motion carried unanimously.

E. Director's/Media Report – John Pricher

John Pricher presented the Director's Report. Discussed the STR and financials. Revenues are 10% above our best year ever. John commented that he and legal worked together to correct the outstanding issue with STR and will start receiving reports again. Elissa Hofelt gave an update on social media. Fishing reports have been getting excellent engagement on the fishing page. Elissa shared a live feed from Three Sisters Springs on Christmas Eve morning that did well on Instagram and even better on Facebook where it reached over 1.5 million people. Jodi Casavieri shared PR reports provided from Influence Kit and gave an update on FAM Tours. Upcoming FAM Tours include Color Earth Filming for underwater manatee footage as well as four journalists from Manatee Season Media who will be swimming with the manatees, kayaking and attending the

Manatee Festival. RV There Yet will be coming in February for trails, airboating, and horseback riding on the east side of the county during the first part of their trip and then moving over to the west side of the county for a manatee swim tour, kayaking and to see the wildlife state park. Terry Natwick provided updates from the World Travel Market and AAA Threads Conference.

F. Other Business

City of Inverness – Jacquie Hepfer

Jacquie Hepfer asked about the board’s interest in the Inverness Country Jam request. John Pricher commented that he is working with legal to allow some flexibility for the special events grants.

City of Crystal River – Cindi Guy

Cindi Guy commented on the closing of land and water access to Three Sisters Springs from April through November and the upcoming Manatee Festival.

Other Comments:

Commissioner Holly Davis commented that the Academy of Environmental Sciences (AES) is one of our county’s greatest assets for environmental education and needs \$300K by the end of January to stay open.

G. Open to the Public

None

H. Adjournment

Chairwoman Davis called for adjournment at 10:33 am. The next regular meeting will be Wednesday, February 8, 2023, at 9:00 am and will be held at the Lecanto Government Building, Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461.

Minutes submitted by: Christina Lamb

Approved by: John Pricher