



DeSoto County

Tourism Development Council

Meeting Agenda

Tuesday, October 14, 2025

1:30 PM

CALL TO ORDER

MINUTES APPROVAL

Minutes for August 19, 2025

[25-1336](#)

Attachments: [TDC August 19, 2025 Meeting Minutes](#)

REGULAR BUSINESS

Bed Tax Revenue Update

[25-1337](#)

Attachments: [TD Revenues-Master10-14-25](#)

Advertising and Marketing Review

[25-1338](#)

Attachments: [FL ACCOMODATIONS PHOTO LISTING FORM_updated](#)
[FL ATTRACTIONS PHOTO LISTING FORM_updated](#)
[Desoto_DBD_144 Copy](#)
[Oak Tree Hotel interior](#)
[FB Boosted post 1](#)
[FB Boosted post 2 again](#)
[DeSoto Peace River Brochure + Map 2025_Draft.pdf_v2](#)

Burt Reynolds Memorabilia - Gene Kennedy Presentation

[25-1339](#)

“A Land Remembered” Television Show

[25-1340](#)

PUBLIC COMMENTS

COMMITTEE COMMENTS

STAFF COMMENTS

ADJOURN

NOTE: For quasi-judicial matters, any party desiring a verbatim record of the proceeding of this hearing for the purpose of an appeal is advised to make private arrangements for the production of a record and anyone wishing to present documents or other written evidence to the Board must provide eight (8) copies of the written material. If special accommodations are required in accordance with the Americans with Disabilities Act, individuals should contact the County Administrator's Office by calling 863-993-4800 at least forty-eight hours prior to the hearing.