



DeSoto County

Tourism Development Council

Meeting Agenda

Tuesday, August 11, 2026

1:30 PM

CALL TO ORDER

MINUTES APPROVAL

Minutes for June 9, 2026

[26-1926](#)

Attachments: [TDC June 9, 2026 meeting minutes](#)

REGULAR BUSINESS

Bed Tax Revenue Update

[26-1927](#)

Attachments: [TD Revenues-Master](#)

SEO & Organic Social Media Marketing Update

[26-1928](#)

Twin Creeks Adventure Ranch Presentation

[26-1929](#)

Visit Florida 2027 Vacation Guide Ad Renewal

[26-1932](#)

Attachments: [FL_MEDIA KIT_VACATION GUIDE](#)

Discussion of Marketing Matching Grant Revisions

[26-1930](#)

Attachments: [Revised 2025 TDC Marketing Matching Grant Resolution--approved](#)

Discussion to Change Future TDC Meeting Schedule

[26-1931](#)

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.