



# DeSoto County

## Tourism Development Council

### Meeting Agenda

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Tuesday, June 9, 2026

1:30 PM

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#### CALL TO ORDER

#### MINUTES APPROVAL

Minutes for April 21, 2026

[26-1833](#)

**Attachments:** [April 21, 2026 TDC Meeting Minutes](#)

#### REGULAR BUSINESS

Bed Tax Revenue Update

[26-1834](#)

**Attachments:** [TD Revenues-Master\\_May 2026](#)

Discussion of Marketing Matching Grant Revisions

[26-1835](#)

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

Discussion of Marketing Opportunities

[26-1836](#)

**Attachments:** [PGD-MediaKit2026-HighRes-2.0](#)  
[Rate Card\\_Advertising 2026](#)

Beautification Project update

[26-1841](#)

#### 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.