



DeSoto County

Tourism Development Council

Meeting Agenda

Tuesday, June 10, 2025

1:30 PM

CALL TO ORDER

MINUTES APPROVAL

Minutes for April 10, 2025

[25-1011](#)

Attachments: [TDC Minutes for April 10, 2025](#)

REGULAR BUSINESS

Discussion of Map & Bird Guide - 365 Degree Total Marketing

[25-1012](#)

Attachments: [Trail map and more](#)
[Trails map quote](#)
[Trails map sample](#)

Marketing Plan

[25-1013](#)

Attachments: [DeSoto Social Media](#)

Marketing Matching Grants review

[25-1014](#)

Attachments: [2025 Watermelon Festival Matching Grant Application](#)
[Watermelon-Festival-2025](#)
[2024 South Florida Little Britches Rodeo Marketing Match Grant](#)
[Advertising Explanation](#)
[sqinv-South-Florida-Little-Britches-14902](#)
[sqinv-South-Florida-Little-Britches-14960](#)

Bed Tax Update

[25-1015](#)

Attachments: [FL Dept of Revenue](#)
[TD Revenues-Master](#)
[2024 Florida Statutes - Transient Tax](#)
[DeSoto 10-379](#)
[Sec. 10-379](#)

County Map Project

[25-1016](#)

Attachments: [Newer Map part 1](#)
[Newer Map part 2](#)
[Newer Map part 3](#)
[Old map 1](#)
[Old map 2](#)
[Old map 3](#)

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.