

## HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL

“The Hernando County Tourist Development Council will identify, create, support and enhance activities, consistent with community assets, that increase visitation and provide local economic impact.”

### September 25, 2025 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, September 25, 2025, at 2:00 pm. The meeting was held at the Florida's Adventure Coast Visitors Bureau, 205 E. Fort Dade Ave., Brooksville, FL 34601. The meeting had been advertised, and the public was invited to attend. The following is an attendance record and summary of discussions that took place at the meeting.

#### MEMBERS PRESENT:

Roger King  
Mike Dolan  
Diane Greenwell  
Yann Milcendeau  
Catherine Reeves  
Therese White

#### STAFF:

Tammy Heon, Tourism Development Manager  
Jeff Rogers, County Administrator  
Valerie Pianta, Director of Economic Development

EXCUSED: Brian Hawkins, JW McKethan, Christa Tanner

CALL TO ORDER: Roger King called the meeting to order at 2:08 pm, on Thursday, September 25, 2025. The following is a summary of discussions that took place.

#### FINANCE REPORT: Tammy Heon

TDT collections for August 2025 are \$228,619, a 6.3% increase over August 2024's total of \$215,004.

TDT collections for September 2025 are \$188,230, a 16.2% decrease over September 2024's total of \$224,723.

Fiscal Year to Date TDT total collections are \$2,952,836; an increase of 34% from last year's collection of \$2,202,663; Marketing and Operation Revenues are \$2,362,269; Destination Development Revenues are \$590,567.

Year-to-date Expenditures as of September 23, 2025, are: Personnel and Benefits - \$356,709 with a balance of \$52,815; Operating Expenses - \$763,174 with \$63,250 in Outstanding Encumbrances and a balance of \$805,857; Non-Operating Expenditures are our reserves - \$3,549,043; Transfer to Other Funds includes our health insurance and the Chinsegut Hill Manor's liability insurance - \$62,720. Our total budget for FY25 is \$5,653,838; we have a remaining balance of \$4,470,435.

**Lodging Snapshot:** Hotels increased to 48% of total collections in July. Vacation rentals continue to dominate at 50% of collections, which include Cabot Citrus Farms' Cottages. ADR is up for both types of lodging. Campground RV Parks are 2% of collections.

**Online Travel Agencies (OTA), Short Term Rental Supply:** Vacation rentals continue to dominate collections. OTA supply for AirBnB and VRBO shows 1,231 units now active, sleeping a total of 8,368 guests.

**MANAGER'S REPORT:** Tammy Heon

Tammy noted that the declines and slowing visitor economy, while concerning, are the norm. Tourism is off all around the country. She then shared reports and news on the subject.

**Tourism Trends Year over Year for U.S. Hotels, from Tourism Economics as of August 7, 2025:**

- ❖ Supply YoY: Actual is +0.5% with 2025 forecasted to increase .8% and 2026 forecasted to increase .8%.
- ❖ Demand YoY: Actual is +0.5% with 2025 forecasted to decrease .1% and 2026 forecasted to increase .6%.
- ❖ Occupancy: Actual is 63% with 2025 forecasted to decrease to 62.5% and 2026 forecasted at 62.3%.
- ❖ ADR YoY: Actual is +1.85% with 2025 forecasted to be an increase of .8% and 2026 forecasted to be an increase of 1%.
- ❖ RevPAR YoY: Actual is +1.95% with 2025 forecasted to decrease .1% and 2026 forecasted to increase .8%.

**Short Term Rental Insights for the last 30 Days, from Key Data for the Southeast Region as of August 2025:**

- ❖ Occupancy is 41%
- ❖ ADR is \$322
- ❖ The Booking Window is 66 Days
- ❖ Length of Stay is 4.8 Days

**Tourism Impact Report from Zartico Data for August 2025:**

- ❖ 11% of all Spending in the Destination came from Visitor Spending.
- ❖ 41% of all Visitor Spend was at Local Businesses.
- ❖ 60% of all Accommodation Spend came from Visitor Spending.
- ❖ 13% of all Restaurant Spend came from Visitor Spending.
- ❖ 20% of all Retail Spend came from Visitor Spending
- ❖ 13% of all Arts, Entertainment, and Attractions Spend came from Visitor Spending.
- ❖ 55% of Visitor Cardholders were between the Ages of 25-54 Years Old.
- ❖ 46% of Visitor Cardholders have a Household Income of +\$100,000.
- ❖ 28% of Visitor Cardholders have Children.

Therese White joined the meeting at 2:30 pm.

**MINUTES of the July 24, 2025, TDC Meeting:** A copy of the minutes of the July 24, 2025, TDC Meeting was included in the meeting packet.

**MOTION:** A motion was made by Yann Milcendeau to approve the minutes of the July 24, 2025, TDC Meeting. Motion seconded by Diane Greenwell. Motion passed; all in favor and none opposed.

**MANAGER'S REPORT (Cont'd):** Tammy Heon

Tammy reported that a recent report from Amadeus shows that social media is now the top source for vacation inspiration, overtaking family and friends.

**Traveler's Top Sources of Inspiration from Amadeus Global Research:**

- ❖ Social Media is 34%
- ❖ Family and Friends are 33%
- ❖ OTAs are 25%
- ❖ Influencers are 32%
- ❖ TV is 21%
- ❖ AI is 17%
- ❖ Highstreet Agent is 16%
- ❖ Celebrities are 13%
- ❖ Newspapers are 12%

**Tourism Trends and the Canadian Tourism Decline from CBS Miami:** Florida businesses that have long depended on Canadian visitors say they are feeling the impact of a sharp drop in tourism, raising concerns about the upcoming winter season. According to Visit Lauderdale, Canadian visitors are down 10% to 16% since April, with 13.5% fewer Canadians flying in. Officials estimate that could mean up to a \$90M loss in economic activity.

Yann Milcendeau said that he was somewhat relieved to hear that the downward trends he is seeing are not exclusive to Hernando County.

**Operational Updates:**

- ❖ Mermaid Nova returns to Rogers Park, tomorrow September 26<sup>th</sup> at 10:00 am. She is being delivered via the Weeki Wachee River on a boat. The media will cover the story.
- ❖ We are revisiting the ITI Marketing Contract additions and web tools at the October 28<sup>th</sup> BOCC Meeting. Please mark your calendars to attend the BOCC meeting if possible.
- ❖ The Agency RFP oral presentations are scheduled for October 22<sup>nd</sup>, 2025.
- ❖ Tourism Data RFP Status: still pending. Procurement has recommended six-month contracts with existing vendors.

- ❖ We are shopping for materials next week for the Brooksville Map Rotary Sign in Russel Street Park to be repaired. Tammy will then arrange for promotional posters highlighting the downtown area.
- ❖ The repairs and application of fresh clearcoats to the mermaids on The Mermaid Tale Trail are nearly completed.
- ❖ Team Tourism, together with several guests, rode the newly added bus route, The Mermaid Route 9, with stops in the Hernando Beach Community, Linda Pederson Park, Rogers Park, Jenkins Creek Park, and Pine Island Beach. John Athanason created a very cute promotional video for the bus route, including a real Weeki Wachee Mermaid.
- ❖ Tammy reminded the TDC of The Restaurant Grant Program application deadline of October 3, 2025. Please forward the email to any friends in the restaurant or bar business.
- ❖ Z5, the latest update to Zartico's data platform, is a game changer for POI tracking. Events will now be completely trackable with attendance and lodging in one report. We will be able to run a report after each event and provide their visitor tracking to the organizers for both their own understanding and ours. For the first time, we will have true accountability for visitor and event tracking.
- ❖ Linda Pederson Park Tower Updates: Tammy informed the TDC that the BOCC had voted to use Tourism funds to rebuild the Linda Pederson Tower. Jeff Rogers mentioned discussions about putting the new tower in the Weekiwachee Preserve Park, or alternatively at Bayport Park. Tammy noted that the preserve could be a good opportunity for birdwatching.
- ❖ Tammy reminded the TDC to sign up for the Partner Portal, and please provide feedback.
- ❖ Tammy shared the department's plans to create the "Play it Forward Campaign," an effort to educate all visitors on responsible visitation and recreation.
  - The Program will target Vacation Rental Home renters. Plans include developing a QR code window cling linking visitors to engaging and entertaining videos to educate them on responsible river behaviors.
  - We will add a Vacation Rental Homes page in the Partner Portal with resources.
  - We will explore opportunities with SWFMD and the Sierra Club.
  - Tammy invited the TDC to Sustany - Green Drinks Night, Wednesday, October 22<sup>nd</sup>, 6:00 pm - 8:00 pm at Marker 48 in Spring Hill. This company focusing on sustainability is in Tampa. Tammy is curious to see what sort of programs they have, and how they might fit into our programs.

**OLD BUSINESS:** Tammy offered revised Mission Statements and a new Vision Statement.

**Current Mission Statement:** The Hernando County Tourist Development Council and/or Tourism Department will identify, create, support, and enhance activities, consistent with community assets that increase visitation and provide local economic impact. (28 words)

#### Proposed Revised Mission Statement:

##### Option 1: (30 Words)

To promote Florida's Adventure Coast, Brooksville Weeki Wachee as a vibrant destination while driving economic growth, fostering strategic partnerships and preserving the natural beauty and cultural heritage of our community.

**Option 2: (29 Words)**

To promote Florida's Adventure Coast, Brooksville Weeki Wachee as a vibrant destination while driving economic growth through innovative marketing, strategic partnerships and stewardship of our natural and cultural resources.

**Vision Statement:** To create a thriving future where residents, visitors and partners share in the benefit of a vibrant, welcoming and sustainable Florida's Adventure Coast.

Discussion ensued.

**NEW BUSINESS:**

**TDC Grant Funding Applications:**

**Brooksville Main Street:** Christmas on Main is a well-attended annual holiday celebration in Brooksville, scheduled for December 6<sup>th</sup>, 2025. Based on points earned and the one-third allowance of their budget, the recommended TDC Grant Funding award is \$1,300.

**MOTION:** A motion was made by Mike Dolan to approve TDC Grant Funding for Christmas on Main in the amount of \$1,300. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**Brooksville Main Street:** Tunnel 2 Towers/Unplugged for the Brave concert is a multi-day event scheduled for November 7<sup>th</sup>, 8<sup>th</sup>, and 9<sup>th</sup>, 2025. Based on points earned and the one-third allowance of their budget, the recommended TDC Grant Funding award is \$2,000.

**MOTION:** A motion was made by Diane Greenwell to approve TDC Grant Funding for Tunnel 2 Towers/Unplugged for the Brave concert in the amount of \$2,000. Motion seconded by Therese White. Motion passed; all in favor and none opposed.

**Hernando County Fine Arts Council:** Art in the Park is an annual two-day event scheduled for March 14<sup>th</sup> and 15<sup>th</sup>, 2026. Based on points earned and the one-third allowance of their budget, the recommended TDC Grant Funding award is \$3,500.

Diane Greenwell, of the Hernando County Fine Arts Council, recused herself from the vote.

**MOTION:** A motion was made by Mike Dolan to approve TDC Grant Funding for Art in the Park in the amount of \$3,500. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

**Foggy Longbritches, LLC:** Florida Winter Music Festival is a multi-day event spanning November 5<sup>th</sup> through 9<sup>th</sup>, 2025. Based on points earned and the one-third allowance of their budget, the recommended TDC Grant Funding award is \$1,000.

**MOTION:** A motion was made by Yann Milcendeau to approve TDC Grant Funding for the Florida Winter Music Festival in the amount of \$1,000. Motion seconded by Diane Greenwell. Motion passed; all in favor and none opposed.

**Foggy Longbritches, LLC:** Florida Americana Music Festival is a multi-day event spanning February 4<sup>th</sup> through February 8<sup>th</sup>, 2026. Based on points earned and the one-third allowance of their budget, the recommended TDC Grant Funding award is \$1,300.

**MOTION:** A motion was made by Mike Dolan to approve TDC Grant Funding for the Florida Americana Music Festival in the amount of \$1,300. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**SWAMP Mountain Bike Club:** Croomfest is an annual two-day event scheduled for February 6<sup>th</sup> through February 7<sup>th</sup>, 2026. Based on points earned and the one-third allowance of their budget, the recommended TDC Grant Funding award is \$1,300.

**MOTION:** A motion was made by Therese White to approve TDC Grant Funding for Croomfest in the amount of \$1,300. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

The recommendations for grant funding will be presented to the BOCC for final approval.

**Ledgestone Disc Golf:** Discraft Supreme Flight Open is an annual, multi-day event spanning February 26<sup>th</sup> through March 1<sup>st</sup>, 2026. They requested TDC Grant Funding in the amount of \$25,000.

Discussion ensued regarding Grant Funding vs Sponsorship of larger events. The TDC agreed that events are expenditures of the caliber of the disc golf event should be sponsorships, allowing for negotiations of deliverables and benefits to the county.

**MOTION:** A motion was made by Mike Dolan to approve a Sponsorship for the Discraft Supreme Flight Open in the amount of \$25,000. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

The terms of the Sponsorship shall be negotiated by Tammy Heon.

**2026 Visit Florida Official Florida Vacation Guide, Co-Op Program:** Tammy Heon proposed a full-page ad for Florida's Adventure Coast Visitors Bureau, as well as co-op advertisements for participation partners.

- ❖ 4 Partners - Things to Do Ads
  - Chinsegut Hill Historic Site
  - Weeki Wachee Springs State Park
  - The Florida Mermaid Trail, Brooksville Main Street
  - The Mermaid Tale Trail

- ❖ 2 Partners - Places to Stay Ads
  - Hernando Beach Motel
  - Farm of Dreams Resort

**MOTION:** A motion was made by Therese White to approve the purchase of a full-page ad and the co-op ads for partners in the 2026 Visit Florida Official Florida Vacation Guide in the amount of \$24,021. Motion seconded by Catherine Reeves. Motion passed; all in favor and none opposed.

**Fall/Winter Campaigns:** Tammy Heon expressed concern about the low occupancy levels in our hotels. She feels we must launch a campaign to help our hoteliers and restaurants.

**Miles Partnership LLC:** Tammy proposed a Fall/Winter Campaign as an extension of the Summer Campaign, driving to the STAY page of the website. The Summer Campaign has performed extremely well; 0.21 CTR (benchmark is 0.10); 2,166,167 Impressions. Cost - \$19,500.

**MOTION:** A motion was made by Mike Dolan to approve the purchase of additional advertising up to \$19,500.00 with Miles Partnership LLC. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

**Roadtrippers Magazine:** Tammy proposed two, one-third page print ads which includes advertising in the publication and inclusion in their October newsletter. Cost - \$1,665 each; \$3,330 total.

**Rova Magazine, Winter Issue; A Look at National and State Parks:** Tammy Heon proposed a one-half page print ad which includes a 500-word article, pictures, and a link to Weeki Wachee Springs State Park. Cost - \$4,000.

**MOTION:** A motion was made by Yann Milcendeau to approve advertising with Roadtrippers and Rova Magazines. Motion seconded by Diane Greenwell. Motion passed; all in favor and none opposed.

**Florida Golf Alliance, Co-Op with Cabot Citrus Farms:** Tammy Heon proposed renewing our program and partnership with Cabot Citrus Farms: two full page ads, plus Cabot's ad in the Guide. Guide to be distributed to five golf shows and Official Visit Florida Welcome Centers. We will be included on the website, in email campaigns, and social media campaigns. Our Co-op cost is \$15,800; (\$22,400 total).

**MOTION:** A motion was made by Diane Greenwell to approve the Florida Golf Alliance, Co-Op with Cabot Citrus Farms for \$15,800. Motion seconded by Therese White. Motion passed; all in favor and none opposed.

## **DATES TO REMEMBER:**

- ❖ BOCC Meeting, October 28<sup>th</sup>
- ❖ TDC Meeting, November 20<sup>th</sup>
- ❖ Front Porch Art Walk, Saturday, October 4<sup>th</sup>
- ❖ Green Drinks Night 6:00 pm - 8:00 pm at Marker 48, October 22<sup>nd</sup>

## **TDC MEMBERS REPORTS:**

**Roger King** reported his desire to be at the Siera Club Meeting. Tammy invited him to join the meeting.

**Diane Greenwell** reported a power pole painting project in Hernando Beach. She also reported the success of the Front Porch Art Walk with approximately 50 artists at the event.

**Catherine Reeves** reported that The Bistro is doing great, and employees are happy. The restaurant has had two record months.

**Yann Milcendeau** reported that both the motel and restaurant are down, they had been ahead of last year until the month of September. He also reported that the Hernando Beach Flats Concert was not as well attended as past years.

Therese White reported that the motel is staying steady, and revenues are up. They are seeing last minute travelers looking for deals. There are no issues with the new wells.

**PUBLIC COMMENT:** None submitted, and nothing to report.

The meeting was adjourned at 4:30 pm.

Prepared by:  
Michelle Rose

# FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME Greenwell, J. Diane	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE Hernando County Tourism Development Council
MAILING ADDRESS 3267 Flamingo Blvd.	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: <input type="checkbox"/> CITY <input checked="" type="checkbox"/> COUNTY <input type="checkbox"/> OTHER LOCAL AGENCY
CITY Hernando Beach	COUNTY Hernando
DATE ON WHICH VOTE OCCURRED September 25, 2025	NAME OF POLITICAL SUBDIVISION: District 2 Hernando Beach MY POSITION IS: <input type="checkbox"/> ELECTIVE <input checked="" type="checkbox"/> APPOINTIVE

## WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing and filing the form.

## INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office MUST ABSTAIN from voting on a measure which would inure to his or her special private gain or loss. Each elected or appointed local officer also MUST ABSTAIN from knowingly voting on a measure which would inure to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent, subsidiary, or sibling organization of a principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies (CRAs) under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

### ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; and

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

### APPOINTED OFFICERS:

Although you must abstain from voting in the situations described above, you are not prohibited by Section 112.3143 from otherwise participating in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on page 2)

## APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

## DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, J. Diane Greenwell, hereby disclose that on September 25, 20 25:

(a) A measure came or will come before my agency which (check one or more)

inured to my special private gain or loss;  
 inured to the special gain or loss of my business associate, \_\_\_\_\_;  
 inured to the special gain or loss of my relative, \_\_\_\_\_;  
 inured to the special gain or loss of Hernando County Fine Arts Council - Art in the Park, by whom I am retained; or  
 inured to the special gain or loss of \_\_\_\_\_, which is the parent subsidiary, or sibling organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

I am an appointed member of Hernando County Fine Arts Council serving as Executive Vice Chair. Hernando County Fine Arts Council has made grant application on behalf of Art in the Park, a major event of the organization's. I recused myself from voting on this item due to a conflict of interest.

If disclosure of specific information would violate confidentiality or privilege pursuant to law or rules governing attorneys, a public officer, who is also an attorney, may comply with the disclosure requirements of this section by disclosing the nature of the interest in such a way as to provide the public with notice of the conflict.

October 15, 2025

Date Filed

  
Signature

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.