

## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **May 20, 2021**. The meeting will be held virtually via communications media technology at 10:00 a.m.

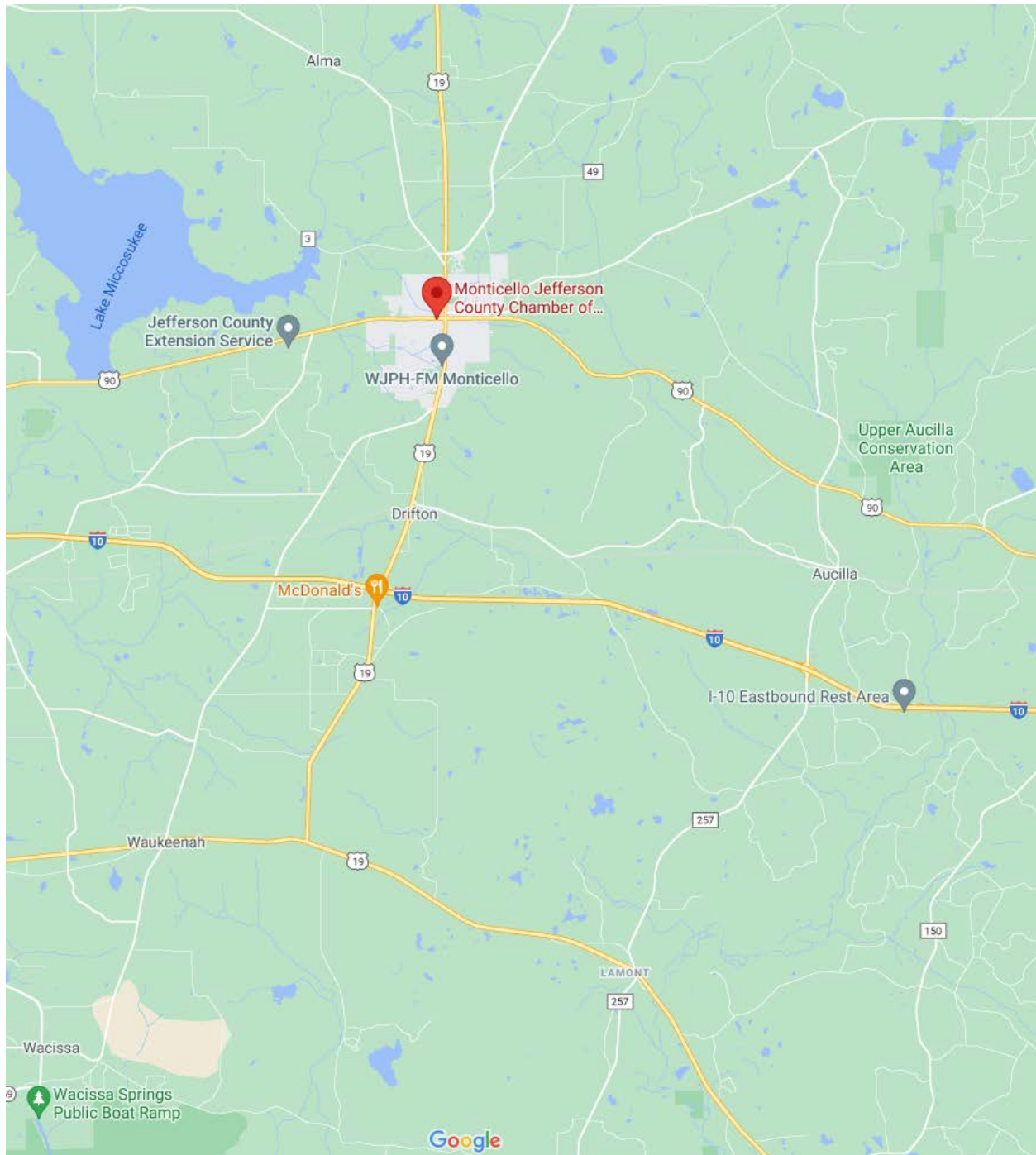
In addition, voluntary in-person attendance is also available at:

**Monticello Jefferson County Chamber of Commerce  
420 West Washington Street  
Monticello, Florida**

LINK: [https://www.gotomeet.me/LaurenYeatter/naturalnorthfl\\_may2021](https://www.gotomeet.me/LaurenYeatter/naturalnorthfl_may2021)

DIAL IN NUMBER:      **Toll Free 1.866.899.4679**

CONFERENCE CODE:    **627-967-461**



**Monticello Jefferson County Chamber of Commerce**  
**420 West Washington Street**  
**Monticello, FL 32344**

*The Original Florida*

*Visit Natural*  
**NORTH FLORIDA**

**TOURISM TASK FORCE  
Meeting Agenda**

**Virtual Public Meeting  
Via Communications Media Technology  
Voluntary In-Person Attendance at  
Monticello Jefferson County Chamber of Commerce  
420 West Washington Street, Monticello, FL  
Jefferson County**

**May 20, 2021  
Thursday, 10:00 a.m.**

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a. Monthly Financial Report Review and Approval	
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8. Scholarships	
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10. Approval of First Quarter Report and Reimbursement Submittal Package	55
C. VISIT FLORIDA -	
1. Monthly Report	
D. Staff Items	
1. Proposed Amendment to the Bylaws	71
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VI. Leadership Forum: To Be Determined

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on June 17, 2021 in Madison County at a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Virtual Public Meeting  
Via Communications Media Technology

April 15, 2021  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Brian Avery, Alachua County  
Jodi Biggar, Alachua County  
Ron Gromoll, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County, Treasurer  
Tisha Whitehurst, Levy County  
Jackie Blount, Madison County  
Marlene Squires-Swanson, Madison County  
Charissa Setzer, Suwannee County  
Dawn Perez, Taylor County, Chair  
Dale Walker, Union County  
Natalie Knowles, Wakulla County

STAFF PRESENT

Scott Koons  
Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Lee Deen, Gilchrist County  
David Ward, Jefferson County  
Craig Colton, Lafayette County  
Carol McQueen, Levy County  
Sandy Beach, Taylor County  
Teena Peavey, Suwannee County  
Thomas Herndon, Wakulla County

OTHERS PRESENT

Amber O'Connell, VISIT FLORIDA

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:11 a.m.

II. APPROVAL OF THE AGENDA

Chair Perez requested approval of the meeting agenda, as presented.

**ACTION:** Dale Walker moved and Ron Gromoll seconded to approve the meeting agenda as presented. The motion passed unanimously.

### III. APPROVAL OF THE MARCH 18, 2021 MINUTES

Chair Perez asked for approval of the March 18, 2021 meeting minutes.

**ACTION: Dale Walker moved and Jackie Blount seconded to approve the March 18, 2021 minutes as presented. The motion passed unanimously.**

### IV. OLD BUSINESS

#### A. Committee Reports

##### 1. Finance Committee Report

##### a. Monthly Financial Report Review and Approval

(1) February 28, 2021

**ACTION: Dale Walker moved and Will Sexton seconded to approve the February 28, 2021 monthly financial report as presented. The motion passed unanimously.**

#### B. Fiscal Year 2020-21 Regional Rural Development Grant

1. Website
2. e-Newsletter
3. Website Blogs
4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign
7. Brochure Distribution
8. Scholarships

**ACTION: Will Sexton moved and Jackie Blount seconded to approve the list of potential Marketing College 2021 attendees, with highest priority to third year students and lowest priority to alumni students, including Craig Colton, Ron Gromoll, Charissa Setzer, and Patricia Watson. The motion passed unanimously.**

##### 9. Professional Organization Memberships

#### C. VISIT FLORIDA -

##### 1. Monthly Report

Amber O'Connell, Industry Relations Manager, VISIT FLORIDA, gave the VISIT FLORIDA monthly report.

#### D. Staff Items

##### 1. Task Force 2021 Meeting Schedule and County Assignments

**ACTION:** Will Sexton moved and Tisha Whitehurst seconded to have a virtual Task Force meeting with voluntary in-person attendance for May 20, 2021. The motion passed unanimously.

2. Cooperative Regional Marketing Fee Fiscal Year 2020-21

**ACTION:** Will Sexton moved and Dale Walker seconded to direct staff to draft an amendment to the By-laws for review by the Task Force at the next regularly scheduled meeting that would suspend member benefits, at the discretion of the Task Force, for member counties that have outstanding unpaid member annual assessment(s) (dues) until such member county pays the unpaid annual assessment(s) (dues) for all fiscal year(s) beginning with Fiscal Year 2021-22. The motion passed by a vote of 7 Yeas and 6 Nays.

3. Florida Tourism Marketing - Senate Bill 778/ House Bill 675
4. Tourist and Convention Development Taxes - Senate 2008/House Bill 1429

Lauren Yeatter, Senior Planner, discussed the status of the Senate bills and House bills.

E. Other Old Business

1. Updated Task Force Member Contact Information
2. 2021 Meeting Dates and Locations

F. Announcements

Task Force members made announcements of interest to the Task Force.

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., May 20, 2021 to be held via communications media technology with voluntary in-person attendance available in Jefferson County at a location to be determined.

**The meeting adjourned at 11:34 a.m.**

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Dawn V. Perez, Chair

5/20/21  
Date

Minutes prepared by Lauren Yeatter of the North Central Florida Regional Planning Council





3:58 PM

05/12/21

Accrual Basis

## The Original Florida Tourism Task Force

**Balance Sheet**

As of March 31, 2021

	Mar 31, 21
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	162,068.76
<b>Total Checking/Savings</b>	162,068.76
Accounts Receivable	
Accounts Receivable	17,415.16
<b>Total Accounts Receivable</b>	17,415.16
<b>Other Current Assets</b>	
Prepaid Expense	438.00
Prepaid Registration Fees	2,752.90
<b>Total Other Current Assets</b>	3,190.90
<b>Total Current Assets</b>	182,674.82
<b>TOTAL ASSETS</b>	<b>182,674.82</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Unrestricted Earnings	123,234.74
Net Income	59,440.08
<b>Total Equity</b>	182,674.82
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>182,674.82</b>



3:59 PM

05/12/21

Accrual Basis

# The Original Florida Tourism Task Force

## Profit & Loss

March 2021

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	<u>Mar 21</u>
Expense	
Bank Charges	19.79
Legal Expenses	61.25
Marketing	
Public Relations	
Advertising	
Go! Adventure Planning Guide	<u>442.10</u>
Total Advertising	<u>442.10</u>
Total Public Relations	<u>442.10</u>
Total Marketing	<u>442.10</u>
Total Expense	<u>523.14</u>
Net Income	<u><u>-523.14</u></u>



8:45 AM

04/07/21

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 03/31/2021**

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	<b>Mar 31, 21</b>
<b>Beginning Balance</b>	72,933.12
<b>Cleared Transactions</b>	
Checks and Payments - 2 items	-17,124.19
Deposits and Credits - 1 item	106,321.08
<b>Total Cleared Transactions</b>	89,196.89
<b>Cleared Balance</b>	<b>162,130.01</b>
<b>Uncleared Transactions</b>	
Checks and Payments - 1 item	-61.25
<b>Total Uncleared Transactions</b>	-61.25
<b>Register Balance as of 03/31/2021</b>	<b>162,068.76</b>
<b>Ending Balance</b>	162,068.76

8:45 AM

04/07/21

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 03/31/2021**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						72,933.12
<b>Cleared Transactions</b>						
<b>Checks and Payments - 2 items</b>						
Bill Pmt -Check	03/25/2021	1555	NCFRPC	X	-17,104.40	-17,104.40
Check	03/25/2021		Capital City Bank	X	-19.79	-17,124.19
Total Checks and Payments					-17,124.19	-17,124.19
<b>Deposits and Credits - 1 item</b>						
Deposit	03/19/2021			X	106,321.08	106,321.08
Total Deposits and Credits					106,321.08	106,321.08
Total Cleared Transactions					89,196.89	89,196.89
Cleared Balance					89,196.89	162,130.01
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	03/25/2021	1554	Florida Department ...		-61.25	-61.25
Total Checks and Payments					-61.25	-61.25
Total Uncleared Transactions					-61.25	-61.25
Register Balance as of 03/31/2021					89,135.64	162,068.76
<b>Ending Balance</b>					<b>89,135.64</b>	<b>162,068.76</b>



P.O. Box 900  
Tallahassee, FL 32302

ACCOUNT STATEMENT

00003152 FCC31545040121072221 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 3/31/21  
Primary Account

Page 1  
XXXXXXX2204

Your feedback is important to helping us serve you better. Please take a moment to tell us about your experience with Capital City Bank. Take the survey at <http://tellyourbankerccbq.com> today.

CHECKING ACCOUNT

ANALYZED BUS CHECKING		Images	2
Account Number	XXXXXXX2204	Statement Dates	3/01/21 thru 3/31/21
Previous Balance	72,933.12	Days in this Statement Period	31
1 Deposits/Credits	106,321.08	Avg Ledger Balance	115,859.64
2 Checks/Debits	17,124.19	Avg Collected Balance	105,570.50
Service Charges	.00		
Interest Paid	.00		
Ending Balance	162,130.01		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
3/19	Deposit	106,321.08

OTHER DEBITS

Date	Description	Amount
3/25	Account Analysis Charge	19.79-

RECEIVED

APR 05 2021

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 3/31/21  
Primary Account

Page 2  
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

CHECKS IN NUMBER ORDER

Date	Check No	Amount
3/29	1555	17,104.40

\* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance
3/01	72,933.12	3/25	179,234.41
3/19	179,254.20	3/29	162,130.01

-----END OF STATEMENT-----

00003152-0007759-0002-0005-FCC31545040121072221-01-L





**Natural Florida** THE ORIGINAL FLORIDA TOURISM TAX FISCAL  
2009 NOV. RETN PLACE  
GAINESVILLE, FLORIDA 32608-0002  
953.835.8209

#BXNDT

3/28/2021

DATED TO THE  
COUNTY OF N. Central FL Regional Planning Council

\$17,104.40

Seventeen Thousand One Hundred Four and 40/100

N. Central FL Regional Planning Council  
2009 NOV Retn Place  
Gainesville, FL 32608-0003

DUPLICATE

MAY20

⑈OG1555⑈ NO61100588⑈ 0224792204⑈

1555 03/29/2021 \$17,104.40







# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of March 31, 2021

(These financial statements are unaudited)

	Budget	March 2021	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	58,000.00	0.00	58,000.00	0.00
DEO Rural Development Grant 19/20	45,900.00	0.00	104,746.08	58,846.08
DEO Rural Development Grant 20/21	45,900.00	0.00	0.00	(45,900.00)
VisitFlorida Rural Area Opportunity Grant 20/21	45,000.00	0.00	0.00	(45,000.00)
VisitFlorida Rural Area Opportunity 20/21 In-Kind	81,300.00	0.00	0.00	(81,300.00)
<b>Total Income</b>	<b>276,100.00</b>	<b>0.00</b>	<b>162,746.08</b>	<b>(113,353.92)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Planning</b>				
VisaVues Domestic & International Editions	0.00	0.00	5,060.00	5,060.00
<b>Total Planning</b>	<b>0.00</b>	<b>0.00</b>	<b>5,060.00</b>	<b>5,060.00</b>
<b>Collateral Materials</b>				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Print Exhilarating Natural North FI Brochure	0.00	0.00	17,080.00	17,080.00
<b>Total Collateral Materials</b>	<b>3,000.00</b>	<b>0.00</b>	<b>17,080.00</b>	<b>14,080.00</b>
<b>Website</b>				
Website Blogs	5,100.00	0.00	1,275.00	(3,825.00)
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
<b>Total Website</b>	<b>11,100.00</b>	<b>0.00</b>	<b>7,275.00</b>	<b>(3,825.00)</b>
<b>Trade Shows</b>				
Whistles & Other Promotional Items	5,000.00	0.00	0.00	(5,000.00)
Popup and/or Cloth Displays - VF In-Kind	3,000.00	0.00	0.00	(3,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
Adventure Travel Training 4 Day-VF In-Kind	24,000.00	0.00	0.00	(24,000.00)
Consumer Influencer-VF In-Kind	17,000.00	0.00	0.00	(17,000.00)
VF Atlanta Camping & RV Show	5,000.00	0.00	0.00	(5,000.00)
VF New York Times Travel Show	4,000.00	0.00	0.00	(4,000.00)
VF Chicago RV & Camping Show	7,000.00	0.00	0.00	(7,000.00)
VF Toronto Outdoor Adventure Show	9,000.00	0.00	0.00	(9,000.00)
VF Washington DC Travel & Adventure Show	8,000.00	0.00	0.00	(8,000.00)
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
<b>Total Trade Shows</b>	<b>90,300.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(90,300.00)</b>

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of March 31, 2021

(These financial statements are unaudited)

	Budget	March 2021	Year to Date	Over/(Under) Budget
<b>Advertising</b>				
Digital Advertising Campaign 2019-20	13,500.00	0.00	48,277.83	34,777.83
FI Vacation Planner Print Ad 2019-20	8,000.00	0.00	8,303.25	303.25
Digital Retargeting Campaign 2019-20	13,500.00	0.00	0.00	(13,500.00)
Facebook Ad Campaign 2020-21 - In-Kind	33,500.00	0.00	0.00	(33,500.00)
FI Trans Map Print Advertisement 2020-21	9,000.00	0.00	9,000.00	0.00
Quarterly eNewsletters	6,500.00	0.00	1,000.00	(5,500.00)
Go! Adventure Planning Guide Virtual	0.00	442.10	442.10	442.10
<b>Total Advertising</b>	<b>84,000.00</b>	<b>442.10</b>	<b>67,023.18</b>	<b>(16,976.82)</b>
<b>Total Marketing Expenses</b>	<b>188,400.00</b>	<b>442.10</b>	<b>96,438.18</b>	<b>(91,961.82)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2019-20	5,625.00	0.00	3,125.00	(2,500.00)
NCFRPC - Admin VF & DEO FY 2020-21	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin Program Fees	23,750.00	0.00	3,125.00	(20,625.00)
Bank Charges	200.00	19.79	114.47	(85.53)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	61.25	61.25	(238.75)
Other Admin Expenses Miscellaneous	1,200.00	0.00	0.00	(1,200.00)
Postage	300.00	0.00	0.00	(300.00)
VF/DEO Travel Show Service Program Fee	1,100.00	0.00	0.00	(1,100.00)
Telephone	300.00	0.00	0.00	(300.00)
<b>Total Administration</b>	<b>38,700.00</b>	<b>81.04</b>	<b>6,425.72</b>	<b>(32,274.28)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	0.00	0.00	(200.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
<b>Total Memberships</b>	<b>1,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(1,500.00)</b>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Adventure Elevate Networking Conference	13,000.00	0.00	0.00	(13,000.00)
Adventure Elevate Networking Conference In-Kind	3,000.00	0.00	0.00	(3,000.00)
<b>Total Professional Enhancement</b>	<b>22,900.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(22,900.00)</b>

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of March 31, 2021

(These financial statements are unaudited)

	Budget	March 2021	Year to Date	Over/(Under) Budget
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
<b>Total Internships</b>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
<b>Retained Reserves</b>				
Retained Reserves	12,100.00	0.00	0.00	(12,100.00)
<b>Total Retained Reserves</b>	<u>12,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,100.00)</u>
<b>Total NonMarketing Expenses</b>	<u>87,700.00</u>	<u>81.04</u>	<u>6,425.72</u>	<u>(81,274.28)</u>
<b>Total Expenses</b>	<u>276,100.00</u>	<u>523.14</u>	<u>102,863.90</u>	<u>(173,236.10)</u>
<b>Net Income</b>	<u>0.00</u>	<u>(523.14)</u>	<u>59,882.18</u>	<u>59,882.18</u>





**Original Florida Tourism Task Force**  
**Budget FY 2020-21 (10/1/20 to 9/30/21)**

Adopted 9/17/2020

<b><i>Revenues</i></b>	<b>Total</b>
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$3,000
Gilchrist County	\$3,000
Hamilton County	\$2,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$6,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
<b>Subtotal</b>	<b>\$58,000</b>
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$45,900
Department of Economic Opportunity Rural Development Grant, FY 2020-21	\$45,900
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - Cash	\$45,000
<b>Subtotal - Cash</b>	<b>\$136,800</b>
<b>TOTAL REVENUES - CASH</b>	<b>\$194,800</b>
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - In-Kind	\$81,300
<b>TOTAL REVENUES - CASH AND IN-KIND</b>	<b>\$276,100</b>

<b><i>Expenditures</i></b>	
Adventure Elevate Networking Conference	\$13,000
Bank Charges	\$200
Governor's Conference on Tourism	\$1,725
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2020-21 (less in-kind)	\$110,100
(2) Memberships	\$1,500
Miscellaneous	\$1,200
North Central Florida Regional Planning Council - Admin/Internships	\$47,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$1,100
Southeast Tourism Society Marketing College	\$5,175
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$12,100
<b>TOTAL EXPENDITURES - CASH</b>	<b>\$194,800</b>
(1) Marketing Program for FY 2020-21 - In-Kind	\$81,300
<b>TOTAL EXPENDITURES - CASH AND IN-KIND</b>	<b>\$276,100</b>

(1) See Marketing Budget Detail

(2) See Memberships Detail

<b><i>Reserve Funds</i></b>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$130,000
<b>TOTAL RESERVE FUNDS</b>	<b>\$130,000</b>

**Original Florida Tourism Task Force  
Budget FY 2020-21 (10/1/20 to 9/30/21)**

Adopted 9/17/2020

	<b>Total</b>
<b>Collateral Material:</b>	
2019-20 <b>Revise</b> and Print Ultimate Bicycle Guide	\$3,000
2020-21 Design and Print Collateral Material	\$0
<b>Website:</b>	
2019-20 Website Blogs - 15 Blogs	\$1,275
2020-21 Website <b>Hosting</b> & Maintenance	\$6,000
2020-21 New <b>Topic-Centered</b> Pages (3 Pages)	\$0
2020-21 Website Blogs - 60 Blogs	\$3,825
2020-21 <b>Website</b> Town Blogs - 15 Blogs	\$0
<b>Trade Shows:</b>	
Whistles and Other Promotional Items	\$5,000
Pop-up and/or Cloth <b>Displays</b> (In-kind)	\$3,000
VISIT FLORIDA Welcome Center Rack Space (In-kind)	\$800
VISIT FLORIDA - Atlanta Camping & RV Show	\$5,000
VISIT FLORIDA - New York Times Travel Show	\$4,000
VISIT FLORIDA - Chicago RV & Camping Show	\$7,000
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$9,000
VISIT FLORIDA - <b>Washington</b> DC Travel & Adventure Show	\$8,000
DEO 2020-21 - Houston <b>RV Show</b>	\$0
DEO 2020-21 - <b>Philadelphia</b> Travel & Adventure Show	\$0
DEO 2020-21 - Atlanta Travel & Adventure Show	\$0
DEO 2020-21 - Bike Expo New York	\$0
DEO 2020-21 - Georgia RV & Camper Show	\$7,500
Adventure Travel Training - 4 Days (In-kind)	\$24,000
Consumer Public <b>Relations/Influencer</b> Trips (In-kind)	\$17,000
<b>Advertising:</b>	
2019-20 <b>Brochure</b> Distribution	\$0
2019-20 <b>Digital Advertising</b> Campaign	\$13,500
2019-20 Florida Vacation Planner Print <b>Advertisement</b>	\$8,000
2019-20 Digital Retargeting Campaign	\$13,500
2020-21 Digital Advertising Campaign	\$0
2020-21 Digital Facebook Advertising Campaign (In-kind)	\$33,500
2020-21 Florida <b>Transportation</b> Map Print Advertisement	\$9,000
2020-21 Florida <b>Vacation</b> Planner Co-op Print Advertisement	\$0
Quarterly eNewsletters	\$6,500
<b>Total Marketing Expenditure</b>	\$188,400
<b>Administration</b>	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic <b>Opportunity</b> FY 2019-20	\$5,625
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic <b>Opportunity</b> FY 2020-21	\$5,625
North Central Florida Regional Planning Council - Regional Marketing <b>Program</b> Fees FY 2020-21	\$23,750
Bank Charges	\$200
Legal Advertising	\$300
<b>Legal Expenses</b>	\$300
Other Administrative Expenses/Miscellaneous	\$1,200
Postage	\$300
Service Fee - VISIT FLORIDA Travel Show Program & DEO	\$1,100
Telephone	\$300
<b>Membership Organizations - Annual Dues</b>	
VISIT FLORIDA Annual Dues	\$400
<b>Southeastern Tourism Society</b> Annual Dues	\$600
Florida Outdoor Writers Association Annual Dues	\$200
Ride With GPS Annual Dues	\$300
<b>Professional Enhancement</b>	
Southeastern Tourism <b>Society</b> Marketing College - 3	\$5,175
Governor's Tourism <b>Conference</b> - 1	\$1,725
Adventure Elevate <b>Networking</b> Conference	\$13,000
Adventure Elevate <b>Networking</b> Conference (In-kind)	\$3,000
<b>Internships</b>	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
<b>Retained Reserves</b>	
Unrestricted Reserve Fund	\$12,100
<b>Total Non-Marketing Expenditure</b>	\$87,700
<b>Total Expenditure</b>	\$276,100

## **ATTACHMENT 1 SCOPE OF WORK**

**1. PROJECT DESCRIPTION:** Section 288.018(1), F.S. establishes a matching grant program (the “Grant Program”) to provide funding to regionally based economic development organizations representing rural counties and communities for the purpose of building the professional capacity of their organizations. The Grant Program may also be used by an economic development organization to provide technical assistance to businesses within the rural counties and communities they serve.

The Original Florida Tourism Task Force d/b/a Visit Natural North Florida (Tax Identification Number 59-3534835) (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Taylor, Union and Wakulla. (the “Region”). The Grantee’s goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research and professional enhancement training for the Region.

**2. GRANTEE RESPONSIBILITIES:** Throughout the term of this Agreement, Grantee shall perform the following deliverables identified in this paragraph 2 and in paragraph 3 below.

**2.1 Website Maintenance and Operation:**

Continue to maintain, host and operate its website, [www.naturalnorthflorida.com](http://www.naturalnorthflorida.com), in order to better inform potential visitors of attractions and events within the region. Website maintenance may include, but is not limited to verifying and updating existing content.

**2.2 Electronic Newsletters:**

Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the Region. Grantee may request reimbursement for a maximum of four (4) electronic distributions.

**2.3 Website Blogs:**

Post blogs on its website, [www.naturalnorthflorida.com](http://www.naturalnorthflorida.com), in to inform visitors of tourist-oriented attractions and facilities within the Region.

**2.4 Exhibit at Domestic Travel Shows:**

The task force will exhibit at a minimum of one(1) domestic travel show. At the shows, the Task Force will staff a booth, distribute brochures, guidebooks and other materials pertaining to the region and answer questions raised by show attendees. A maximum of two(2) Task Force representatives will staff travel show booths.

**2.5 Advertising:**

The Task Force will engage in advertising campaigns consisting of online digital and/or print media advertising. At a minimum, the Task Force will place one digital or one print advertisement.

**2.6 Literature Distribution:**

Distribute literature at VISIT FLORIDA welcome centers state-wide. Grantee may request reimbursement for this task a maximum of four (4) times during the agreement period.

**2.7 Professional Enhancement Scholarships:**

Provide professional enhancement scholarships to Grantee staff, board members and representatives of member organizations to attend training opportunities. Grantee may request reimbursement for in-person, on-line, or virtual training sessions.

**2.8 Memberships in Professional Organizations:**

Maintain memberships in or join professional organizations including but not limited to the Southeast Tourism Society, VISIT FLORIDA, the Florida Outdoor Writers Association and other tourism related organizations.

**3. DEO'S RESPONSIBILITIES:**

**3.1** Monitor the ongoing activities and progress of Grantee as DEO deems necessary, to verify that all activities are being performed in accordance with the Agreement;

**3.2** Perform Agreement management responsibilities as stated herein;

**3.3** Reply to reasonable inquires pursuant to the Agreement and,

**3.4** Review Grantee's invoices for accuracy and thoroughness, and if accepted process invoices on a timely basis.

**4. DELIVERABLES:**

Grantee agrees to provide the following services as specified:

<b>Deliverable No. 1 – Website Maintenance and Enhancements</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Maintain, host and operate website in accordance with Scope of Work 2.1</b>	<p>Grantee must provide ongoing website hosting and operation.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor;</li> <li>• Invoice from provider detailing work completed;</li> <li>• Copy of website analytics.</li> <li>• Proof of payment</li> </ul>	Failure to maintain, host, and operate website as specified in Scope of Work 2.1 will result in non-payment.
<b>Deliverable No. 2 – Electronic Newsletters</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Distribute Electronic Newsletters in accordance with Scope of Work 2.2</b>	<p>Grantee must prepare and distribute at least one (1) electronic newsletter. Grantee may request reimbursement for a maximum of four (4) electronic newsletter distributions during the agreement period.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Include DEO Agreement Manager on electronic newsletter distribution list</li> <li>• Copy of invoice;</li> <li>• Proof of payment.</li> </ul>	Failure to prepare and distribute a minimum of one (1) electronic newsletter as specified in Scope of Work 2.2 will result in non-payment.

<b>Deliverable No. 3 – Website Blogs</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Post blogs on Grantee's website in accordance with Scope of Work 2.3</b>	Post a minimum of one (1) blog on Grantee's website. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with blogger</li> <li>• Link to each blog</li> <li>• Photographer release form if necessary</li> <li>• Model release for if necessary</li> <li>• Invoice from blogger</li> <li>• Proof of payment</li> </ul>	Failure to post a minimum of one (1) blog on Grantee's website as specified in Scope of Work 2.3 will result in non-payment.
<b>Deliverable No. 4 Exhibit at domestic travel shows</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Exhibit at domestic travel shows in accordance with Scope of Work 2.4</b>	Grantee must exhibit at a minimum of one (1) domestic travel show. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Schedule for each show exhibited</li> <li>• Copies of completed registrations for each travel show attended</li> <li>• Copies of rental agreements if applicable</li> <li>• Completed travel documentation for a maximum of two (2) travelers</li> </ul>	Failure to exhibit at a minimum of one (1) domestic travel show as specified in Scope of Work 2.4 will result in non-payment.
<b>Deliverable No. 5 – Advertising</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Conduct advertising campaign in accordance with Scope of Work 2.5</b>	Grantee must place a minimum of one (1) digital or print media advertisement. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of print or digital advertisement</li> <li>• Invoice from provider</li> </ul>	Failure to place one (1) digital or print media advertisement as specified in Scope of Work 2.5 will result in non-payment
<b>Deliverable No. 6 – Literature Distribution</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Distribute literature in accordance with Scope of Work 2.6</b>	Grantee must distribute a minimum of two thousand (2,000) pieces of literature. Grantee may request reimbursement a maximum of four (4) times during the agreement period. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• 1 sample of each brochure distributed</li> <li>• Copy of distribution list and number distributed</li> <li>• Invoice from provider</li> <li>• Proof of payment</li> </ul>	Failure to distribute a minimum of two thousand (2,000) pieces of literature as specified in Scope of Work 2.6 will result in non-payment.
<b>Deliverable No. 7 – Professional enhancement scholarships</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>

<b>Professional enhancement scholarships in accordance with Scope of Work 2.7</b>	<p>Grantee must provide one (1) professional enhancement scholarship.</p> <p><b>Required documentation:</b></p> <ul style="list-style-type: none"> <li>• Completed event registration forms</li> <li>• Invoice for registration fee</li> <li>• Agenda for each event</li> <li>• Summary of how attendance at the event built professional capacity</li> <li>• Completed travel documentation</li> </ul>	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Scope of Work 2.7 will result in non-payment.
<b>Deliverable No. 8 – Maintain memberships in professional organizations</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Maintain memberships in or join professional organizations in accordance with Scope of Work 2.8</b>	<p>Grantee must maintain membership in one (1) professional organization.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of registration for each professional organization membership joined or maintained</li> </ul>	Failure to maintain membership in one (1) professional organization as specified in Scope of Work 2.8 will result in non-payment.
<b>Total Costs Not to Exceed \$50,000.00</b>		

**COST SHIFTING:** The deliverable amounts specified within the Deliverables section 4 table above are established based on the Parties' estimation of sufficient delivery of services fulfilling grant purposes under the Agreement in order to designate payment points during the Agreement Period; however, this is not intended to restrict DEO's ability to approve and reimburse allowable costs Grantee incurred providing the deliverables herein. Prior written approval from DEO's Agreement Manager is required for changes to the above Deliverable amounts that do not exceed **10%** of each deliverable total funding amount. Changes that exceed **10%** of each deliverable total funding amount will require a formal written amendment request from Grantee, as described in **MODIFICATION** section of the Agreement. Regardless, in no event shall DEO reimburse costs of more than the total amount of this Agreement.

## 5. REPORTING

**5.1 Quarterly:** Grantee shall provide a quarterly report listing all progress relating to the Deliverables in Section 4. Quarterly reports are due to DEO within 30 calendar days after the end of each quarter, until submission of the final invoice package. The ending dates for each quarter of the program year are April 30, 2021, July 31, 2021, October 31, 2021 and January 20, 2022. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, the Minority and Service-Disabled Veteran Business Enterprise Report, and all additional reports which are required pursuant to this Agreement, including but not limited to, reports documenting the positive return on investment to the State that results from Grantee's project and its use of Award Funds. The summary shall also include any issues or events occurring which affect the ability of the Grantee to meet the terms of this Agreement. If all required reports and copies are not sent to DEO or are not completed in a manner acceptable to DEO, payments may be withheld until the reports are properly completed or otherwise allowable by law.

**5.2 Minority and Service-Disabled Veteran Business Enterprise Report:** Quarterly, Grantee shall provide a Minority and Service-Disabled Veteran Business Enterprise Report for each invoice period summarizing the participation of certified and non-certified minority and service-disabled veteran subcontractors and material

suppliers for that period and the project to date. Grantee shall include the names, addresses, and dollar amount of each certified and non-certified Minority Business Enterprise and Service-Disabled Veteran Enterprise participant. DEO's Minority Coordinator can be reached at (850) 245-7471 to answer concerns and questions.

**5.3 Close-out Report:** No later than 60 calendar days after the Agreement ends or is terminated, Grantee shall provide copies of all paid invoices to document completed work.

**6. INVOICE SUBMITTAL AND PAYMENT SCHEDULE:** DEO shall pay Grantee in accordance with the following schedule in the amount identified per deliverable in Section 4 above. The deliverable amount specified does not establish the value of the deliverable. In accordance with the requirements of s. 215.971(1), F.S., and the **Audit Requirements and Compliance** section of this Agreement, Grantee and its subcontractors may only expend funding under this Agreement for allowable costs resulting from obligations incurred during the Agreement period.

**6.1** Grantee shall provide one invoice per quarter for all services rendered during the applicable period. Grantee shall submit invoices as set forth below to be eligible to receive and retain payment for the performance of duties and completion of deliverables set forth above. Grantee shall submit all documentation necessary to support Grantee's expenditures. DEO may request any information from Grantee that DEO deems necessary to verify that Grantee has performed the services for which payment is requested. Grantee's submission of each invoice package is Grantee's certification that it has performed the services and incurred the costs in compliance with all applicable laws and the terms of this Agreement. Grantee will provide invoices in accordance with the requirements of the Reference Guide for State Expenditures available at: <https://www.myfloridacfo.com/Division/AA/Manuals/documents/ReferenceGuideforStateExpenditures.pdf>. Invoices must be legible and must clearly reflect the performance for which payment is sought. Payment does not become due under this Agreement until DEO accepts and approves the invoiced deliverable(s) and any required report(s). At DEO's option, Grantee may submit invoices electronically. Grantee shall submit its final invoice for payment to DEO no later than 60 days after this Agreement ends and DEO may, at DEO's sole and absolute discretion, refuse to honor any requests for payment submitted after this deadline.

**6.2** Invoices must contain the Grantee's name, address, federal employer identification number or other applicable Grantee identification number, the Agreement number, the invoice number, and the invoice period. Grantee shall submit the following documents with the itemized invoice:

**6.2.1** A cover letter signed by the Grantee's Chairperson of the Board of Directors certifying that the costs being claimed in the invoice package: (1) are specifically for the project represented to the State in the budget appropriation; (2) are for one or more of the components as stated in Section 4, Deliverables, of this Scope of Work; (3) have been paid; and (4) were incurred during the Agreement period.

**6.2.2** Grantee's invoices shall include the date, period in which work was performed, amount of reimbursement, and work completed to date;

**6.2.3** Travel documentation with a completed State of Florida Travel Reimbursement Form, <https://www.myfloridacfo.com/Division/AA/Forms/DFS-AA-15VoucherforReimbursement.xlsx>;

**6.2.4** A copy of all supporting documentation for vendor payments;

**6.2.5** A copy of the cancelled check(s) specific to the project; and

**6.2.6** A copy of the bank statement that includes the cancelled check.

**6.2.7** Proof of Financial Match indicating the amount of non-state Matching Funds raised to date, the name of the organization, business or person making the donation, the date and amount of the donation, check

number and a copy of the check. Documentation for in-kind donations shall include, the name and contact information of the entity providing in-kind donation and the date and value of the donation.

**6.3** The State may require any other information from Grantee that the State deems necessary to verify that the services have been rendered under the Agreement.

**6.4** All documentation necessary to support payment requests must be submitted with Grantee's invoice for DEO's review.

**7. FINANCIAL CONSEQUENCES FOR FAILURE TO TIMELY AND SATISFACTORILY PERFORM:** Failure to complete all deliverables in accordance with the requirements of this Agreement, and most particularly the deliverables specified above in Section 4, Deliverables, will result in DEO's assessment of the specified financial consequences. If appropriate, should the Parties agree to a corrective action plan, the plan shall specify additional financial consequences to be applied after the effective date of the corrective action plan. This provision for financial consequences shall in no manner affect DEO's right to terminate the Agreement as provided elsewhere in the Agreement.

*- End of Attachment 1 (Scope of Work) -*



Florida Department of Economic Opportunity  
Fiscal Year 2020-21 Regional Rural Development Grant  
(January 20, 2021 - January 19, 2022)  
Proposed Deliverables and Cost Estimates  
September 10, 2020

Cost Estimates	Deliverable
9/10/2020	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$7,500.00	Domestic Travel Shows (1 show)
\$9,000.00	Print Advertising (Florida Transportation Map)
\$0.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$6,900.00	Scholarships (4 Scholarships)
\$0.00	VisaVues
\$1,500.00	Professional Organization Memberships
\$6,500.00	Quarterly eNewsletters
\$7,500.00	Administration
\$50,000.00	Total



# *Visit Natural* **NORTH FLORIDA**

**Nature is Our Theme Park**

*“Some old-fashioned things like fresh air and sunshine  
are hard to beat.”*

*-Laura Ingalls Wilder*

*Enjoy Spring outdoors in our  
springs and beaches, and at our fun  
festivals in Natural North Florida,  
**Where Nature is Our Theme  
Park***



There's a reason so many flock to our beautiful region this time of year. North Florida is naturally beautiful with wonderful weather and plenty to explore!

[Discover Natural North Florida](#)

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**Spotlight on Springs and Beaches**

## **Gilchrist Blue Springs State Park**

**Gilchrist County- High Springs**



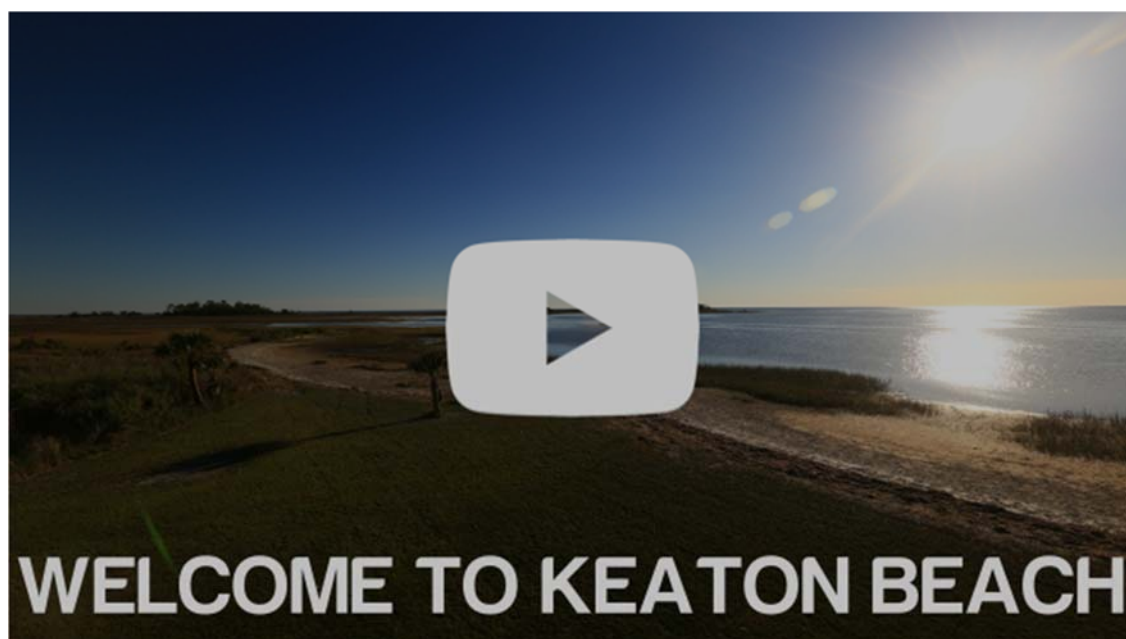
Blue Springs Park is a freshwater retreat for explorers, nature enthusiasts and aqua-holics. This natural playground is renowned for its 72-degree, clear blue water for swimming and snorkeling. An outdoor and aquatic equipment rental company is available onsite making it easy for guests to rent masks, paddleboards or kayaks to explore the spring or neighboring Santa Fe River. At the spring, visitors are encouraged to walk the

quarter-mile-long boardwalk that connects the park to the Santa Fe River. The nature trail winds through the north Florida pines and thick shrubbery, which are teeming with wildlife. Guests can also picnic at the park as it is furnished with benches, pavilions and tables under shady oaks. A concession stand, a volleyball court with overhead sprinkler, games of horseshoe and restrooms are all available on the grounds, as well as a bathhouse for showering.

The park allows for RV and primitive camping. For more information, visit: <http://www.bluespringspark.com/>.

## Keaton Beach

Taylor County-Keaton Beach



Keaton Beach is a small village, roughly three blocks wide and five blocks long, but that is enough room for a marina, boat launch, shops and restaurants. There is a public beach with picnic area, pier and park. One of many fringe benefits of the lack of coastal development is the opportunity for some of the best of inshore and off shore saltwater fishing any time of the year, as well as recreational scalloping in the summer.

# **Spring Festivals and Events**

## **44th Annual Pioneer Days Festival**

Alachua County- High Springs



Presented by the High Springs Chamber of Commerce



Live  
Music  
All Day

Heritage  
Village

Kids  
Korral

# PIONEER DAYS FESTIVAL

44th Annual



Saturday, April 24  
10 am - 5 pm  
Sunday, April 25  
10 am - 4 pm

**JAMES PAUL PARK & DOWNTOWN HIGH SPRINGS**

FREE Admission FREE Parking

**Crafters, Food Vendors & More!**

**Historic Re-enactments**

*In High Springs explore our vibrant downtown  
for unique retail and speciality stores!*

For more information call 386-454-3120

**Website: [www.highspringschamber.com](http://www.highspringschamber.com)**

Email: [chamber@highsprings.com](mailto:chamber@highsprings.com)



James Paul Park, High Springs, FL  
Saturday, April 24, 2021, 10 a.m. to 5 p.m., Sunday, April 25, 2021 10 a.m. – 4 p.m.



The 44th annual Pioneer Days Festival will be worth the journey. Take time to find unique treasures from the arts and craft vendors, stroll through the Heritage Village to observe the artisans demonstrating their skills, watch the Indian Dance Circle and shoot-out re-enactments, and let the kids have a blast in the Kids Korral. After working up an appetite, enjoy the classic festival foods that you love. Live music and entertainment will fill the park throughout the day. Make a weekend of your visit to High Springs! Start your festival day with a splash at a nearby freshwater spring, a hike along the river at O'Leno State Park, or paddle down the Santa Fe River with a kayak rental from the Santa Fe Canoe Outpost. Discover unique treasures in downtown High Springs at boutiques like The Bird Nest Vintage Market and Estate Solutions. Find specialty cocktails and extensive menus at the Pink Flamingo Diner and The Great Outdoors Restaurant, and refreshing craft beer and live music at the High Springs Brewing Company.

## **Watermelon Fun Fest**

**Bradford County- Starke**

# Watermelon Fun Fest

**JUNE 26 & 27**

Saturday & Sunday 10am-5pm

**Family Fun!**  
**Inside A/C & Outside**



**BRADFORD COUNTY  
FAIRGROUNDS**

**2300 N Temple Ave, Starke**



Family Fun & Festivities Inside & Out celebrating all things watermelon, family & fun! For more information, visit: <https://www.starkefest.com>.

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## **Cross City Airport Fly-In!**

Dixie County-Cross City



**Saturday**

**FREE Admission**

**April 24, 2021 10 AM to 3 PM**



# **FLY-IN CRUISE-IN AND BUSINESS EXPO**



**Military, Rescue, &  
Sport Aircraft**

**Show Cars, Trucks  
and Motorcycles**

**Business Exhibits,**

**Food & Crafts Vendors**

**Kiddy Rides**

**Plane & Helicopter Rides**



**Dixie Aviation  
(352) 498-6656**

**Exhibitor/Vendor Info  
(352) 498-5572**

**[PromoteDixie@gmail.com](mailto:PromoteDixie@gmail.com)**

**Facebook: Cross City Airport  
Fly In and Business Expo**



**Cross City Airport  
508 NE 241 St.  
Cross City, FL (KCTV)**



**Loading and  
Transportation  
Available**

The Cross City Airport is celebrating its 75th Anniversary this year! Dixie County, the Town of Cross City, the Town of Horseshoe Beach, the Tourist Development Council, Chamber of Commerce, Cross City Airport Committee and Dixie Aviation have joined together to create this event; The Cross City Airport 75th Anniversary Expo! This Expo will include a fly in for aircraft, a

classic car show, a variety of vendors, and much more. The Expo will open at 10:00 a.m. on May 16, 2021; beginning with sky divers, WWII beacon dedication and more. This event is friendly to all ages; with free admission to all! You will be able to view the cars and aircraft on display as well as aircraft demos in the air. Between the food, craft and promotional vendors, there will be a bounce house and train for the little ones. You will be entertained by speakers who witnessed this airfield as the "Cross City Air Force Station" back during World War II. This is an event that you don't want to miss! There will be activities for you and your family until 4:00 p.m.

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## **Monticello Watermelon Festival**

Jefferson County- Monticello



Welcome to the 70th Annual Jefferson County Watermelon Festival! Held June 5-19, 2021, the Watermelon Festival offers family fun for everyone! This year, enjoy our Pageants, Rodeo, Bed Race, Melon Run, Music, Food, Crafts, Car Show & Butterfly Exhibit.

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## **Jumpin' Sturgeon Festival**

Lafayette County- Mayo



# Jumpin' Sturgeon Festival

## Sportsmen for Warriors

**Saturday, April 24, 2021**

**Celebrate the Beginning of the Jumpin' Sturgeon season!**

**Raffle for Kayak and other prizes and a Silent Auction**

**1 for \$5 or 3 for \$10**

### ACTIVITIES

10 am Kids Fishing Contest  
2 pm Corn Hole Tournament  
3 pm Pigeon Races  
4:30 pm Chicken Poo Bingo  
7 pm Bingo Friday night  
Silent Auction

### LIVE MUSIC

12:00 – 2:00 pm Elvis  
2:30 – 4:30 pm House  
Rockers  
6 to 10 pm Brackish Waters

### Other Great Stuff

8am – 10pm Cookin' Shack  
great food!  
Free Boat Shuttle to 51 Bridge  
(9am to Noon, first come first  
served)  
Raffle

Suwannee River Rendezvous | 828 NE Primrose Road | Mayo, FL 32066 | 352-294-2510

Proceeds go to Sportsmen for Warriors. Celebrating the beginning of the Jumping Sturgeon Season. Free boat shuttle to 51 Bridge until 12 noon. Activities such as Kids Fishing Contest, Silent Auction, Corn Hole Tournament, Rendezvous Raffle, Chicken Poo Bingo, Pigeon Races and Bingo.



## Tour de Melon

Levy County- Chiefland



Tour de Melon is a cycling event with a family trail ride on the local, paved Nature Coast Trail and a century ride on an area highway route sponsored by the Suwannee Valley Rotary Club in Chiefland, Florida. Our inaugural event was held on June 2, 2012.

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## Down Home Days

Madison County- Madison

**DOWN HOME DAYS ACTIVITIES**  
DOWNTOWN MADISON

**MADISON COUNTY CHAMBER OF COMMERCE**  
MADISON, FL

**Zephyrhills**  
100% NATURAL Florida SPRING WATER

*Thursday* **Dog Show**

*Saturday* **April 24<sup>th</sup>**

8:00 AM - Champion Fitness Fun Run  
10:00 AM - Becky's Dance Studio Performance  
11:00 AM - Box Car Strut  
12:30 PM - Greenville School Flag Dance Performance  
12:30 PM - Frog Hop  
3:00 PM - Top Tier K9 Demonstration  
4:30 PM - Down Home Days BBQ

**9:00 AM - 1:00 PM**

**Vendor & Activities Booths - Corn Hole Tournament - Classic Car Show**  
**- Pie Bake-Off - Pickleball Tournament - Jail & Bail - Sidewalk Sales & More!**

Madison County will be celebrating their 40th Anniversary of DOWN HOME DAYS, on Saturday, April 24, 2021 from 9am to 5pm in downtown Madison, Florida. The event will include many vendors selling terrific, unique items, activities such as a Frog Hop, Car Show, Pie Bake Off, children's activities, music and much, much more! Contact the Madison County Chamber of Commerce & Tourism for more information at 850.973.2788.

## Spring Carnival

Suwannee County- Live Oak





Come on out to the Suwannee County Fairgrounds for a Spring Carnival! They will have rides, games, and food! Admission is FREE from April 16-23, 2021 and a Demolition Derby will be held on April 24, 2021 beginning at 7:00 p.m. Admission on April 24, 2021 will be \$5.00. Wristbands are available every day for rides.

To enter the carnival, head to the entrance on the left-hand side of the Coliseum. Arena bathrooms are open in the Fairgrounds as well as in the Coliseum. See you soon!

## [Family Fun Day](#)

Union County- Lake Butler



Family Fun Day will be held on May 31, 2021- Memorial Day. To be held at Westside Park, SW 1st Way, Lake Butler, Florida. This event is free for all kids with an admission fee for adults. There will be vendor booths available for parents to shop while the kids enjoy the activities.



20 Strong helping KIDS and Parents reach Success.

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## **Run for Wakulla Springs**

Wakulla County- Wakulla Springs



Experience the primal beauty of the old growth southern forest as you run through the sanctuary at Wakulla Springs State Park. Special arrangements have been made to open this rarely accessed area for this event.

Registration begins at 7 a.m.

1-Mile Fun Run begins at 8 a.m.

5K Run begins at 8:30 a.m.

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For further information, visit our member websites!

Alachua: [www.visitgainesville.com](http://www.visitgainesville.com)

Bradford: [www.bradfordcountyfl.gov](http://www.bradfordcountyfl.gov)

Dixie: <https://visitdixie.org/>

Gilchrist: [www.visitgilchristcounty.com](http://www.visitgilchristcounty.com)

Jefferson: [www.visitjeffersoncountyflorida.com](http://www.visitjeffersoncountyflorida.com)

Lafayette: [www.townofmayo.org](http://www.townofmayo.org)

Levy: [www.visitnaturecoast.com](http://www.visitnaturecoast.com)

Madison: [www.visitmadisonfl.com](http://www.visitmadisonfl.com)

Suwannee: [www.visitsuwannee.com](http://www.visitsuwannee.com)

Taylor: [www.taylorflorida.com](http://www.taylorflorida.com)

Union: [www.unioncounty-fl.gov](http://www.unioncounty-fl.gov)

Wakulla: [www.visitwakulla.com](http://www.visitwakulla.com)

Share your photos with us for an opportunity to be featured on our page! **#NaturalNorthFlorida**

[Find Out More](#)



## **2021 VIRTUAL SHOW DATES:**

**WEDNESDAY, MAY 12, 2021  
ROAD TRIP USA + NATIONAL PARKS**

**SUNDAY, JUNE 6, 2021  
LGBTQ+ TRAVEL**

**WEDNESDAY, JULY 14, 2021  
INTERNATIONAL VACATIONS**

**WEDNESDAY, AUGUST 4, 2021  
WINTER TRAVEL PREVIEW: SKI &  
SNOW SPORT TRAVEL/ALL  
INCLUSIVE SUN & SAND**

**WEDNESDAY, OCTOBER 13, 2021  
CARIBBEAN & LATIN AMERICA,  
WORLDWIDE CRUISING & ALL  
INCLUSIVE  
PRESENTED BY AAA TRAVEL**

**WEDNESDAY, NOVEMBER 17, 2021  
EUROPEAN VACATIONS**

## **2021 LIVE SHOW DATES:**

**SEPTEMBER 11-12, 2021  
DALLAS**

**SEPTEMBER 25-26, 2021  
BOSTON**

**OCTOBER 16-17, 2021  
ATLANTA**

**OCTOBER 23-24, 2021  
SAN FRANCISCO/  
BAY AREA**

**NOVEMBER 6-7, 2021  
DENVER**

**T&AS Tentative 2022 Dates**

<b>SHOW</b>	<b>LOCATION</b>	<b>HALL</b>	<b>DATE PATTERNS ON HOLD ,NOT FINAL</b>
Tampa	Tampa Convention Center	EAST	January 8-9
Chicago	Donald E Stephens Convention Center	F	February 5-6
DC	DC Convention Center	C	February 26-27
Boston	Hynes Convention Center	AB	March 5-6
LA	Los Angeles Convention Center	GH	March 12-13
Dallas	Market Hall	EXHIBIT	April 2-3
Atlanta	Georgia World Congress Center	C1	April 23-24
Bay	Santa Clara Convention Center	ABCD	May 21-22
Denver	Colorado Convention Center	F	June 18-19

# *Visit Natural* **NORTH FLORIDA**

May 20, 2021

Mr. Robert Gitzen, Development Representative III  
Florida Department of Economic Opportunity  
Division of Community Development  
107 East Madison Street, MSC 160  
Tallahassee, FL 32399-4120

RE: Fiscal Year 2020-21  
Regional Rural Development Grant  
1st Quarter Deliverables Report

Dear Mr. Gitzen:

At its May 20, 2021 virtual meeting, The Original Florida Tourism Task Force reviewed and approved the first quarter report and reimbursement request for its Fiscal Year 2020-21 Regional Rural Development Grant.

Please find enclosed the first quarter Deliverables Report and an invoice in the amount of \$1,000.00 for the period January 20, 2021 through April 30, 2021 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

Thank you for your continuing support of The Original Florida Tourism Task Force and their mission of providing economic development opportunities through rural tourism development.

If you have any questions concerning this matter, please contact Lauren Yeatter, Senior Planner, at 352.955.2200, ext. 113.

Sincerely,



Dawn Taylor  
Chair

Enclosures

*The Original Florida Tourism Task Force*  
2009 NW 67th Place  
Gainesville, FL 32653-1603  
352.955.2200 • 877.955.2199





The Original Florida Tourism Task Force

Fiscal Year 2019-20 Regional Rural Development Grant

First Payment Request

Listing of Invoices, Payments and Associated Checks

April 30, 2021

Name	Invoice Date	Invoice Number	Invoice Amount	Check Date	Check Number	Check Amount	Amount Charged to Grant
North Central Florida Regional Planning Council - eNewsletter	4/30/2020	n/a	\$1,000.00	n/a	n/a	\$1,000.00	\$1,000.00
Total			\$1,000.00			\$1,000.00	\$1,000.00

n/a = not applicable



**The Original Florida Tourism Task Force**  
**FEID # 59-3534835**

**INVOICE**

Agreement #: D0179

Invoice No. 1  
Date: April 30, 2021

**TO:**

Florida Dept. of Economic Opportunity  
Division of Community Development  
Attn: Robert Gitzen  
107 E. Madison Street,  
Caldwell Bldg. MSC 160  
Tallahassee, FL 32399-1160

**FOR:**

The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, FL 32653-1603  
352-955-2200

DESCRIPTION		AMOUNT
Dates of Service: January 20, 2021 to April 30, 2021		
Deliverable 2 Electronic Newsletter Created and Distributed One Electronic Newsletter (Staff Time)		
Expenditures		
Staff time		\$1,000.00
Contractual Services		0.00
Memberships		0.00
Travel		0.00
Registrations		0.00
Shipping		0.00
Scholarships		0.00
<b>TOTAL</b>		<b>\$ 1,000.00</b>

Make all checks payable to The Original Florida Tourism Task Force FEID # 59-3534835

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personal have authority to require additional documentation and/or conduct audits or inspections of grant records.



Dawn Taylor  
Chair

5/20/21  
Date



Florida Department of Economic Opportunity  
Fiscal Year 2020-21  
Regional Rural Development Grant  
First Quarter Report  
January 20, 2021 through April 30, 2021

Submitted May 20, 2021 by

The Original Florida Tourism Task Force  
2009 NW 67th Place  
Gainesville, Florida 32653-1603  
352.955.2200



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Compliance Certification Form and Minority and Service-Disabled Veteran Business Enterprise Report	B-1
Electronic Newsletter	C-1
Proof of Financial Match	D-1





**NARRATIVE  
REGIONAL RURAL DEVELOPMENT GRANT  
FISCAL YEAR 2020-21  
FIRST QUARTER REPORT  
January 20, 2021 through April 30, 2021**

**COMPLIANCE CERTIFICATION FORM, QUARTERLY MINORITY VENDOR AND SERVICE-DISABLED VETERAN BUSINESS REPORT**

Please find attached the Compliance Certification from and Minority Vendor and disabled veterans business report in Part B.

**WEBSITE MAINTENANCE AND ENHANCEMENTS**

**WEBSITE MAINTENANCE AND HOSTING**

The Task Force did not expend any funds during the first quarter for website maintenance and hosting.

**TOPIC-CENTERED MICROSITES**

The Task Force did not expend any funds during the first quarter for topic-centered microsites.

**MARKETING AND PROMOTION**

**ELECTRONIC NEWSLETTERS**

The Task Force created and distributed one electronic newsletter during the first quarter to over 6,000 email addresses. The Task Force spent \$1,000 on this item during the first quarter. A copy of the newsletter, timesheets documenting \$1,000 of staff time spent on the newsletter, as well as a Certificate of Indirect Costs are included in Part C.

**WEBSITE BLOGS**

The Task Force did not expend any funds during the first quarter for blogs.

**UPDATE AND PRINT MARKETING MATERIALS**

The Task Force did not expend any funds during the first quarter for updating and printing marketing materials.

**DOMESTIC TRAVEL SHOWS**

The Task Force did not expend any funds during the first quarter for domestic travel shows.

**ADVERTISING CAMPAIGN**

The Task Force did not expend any funds during the first quarter for advertising.

**BROCHURE DISTRIBUTION**

The Task Force did not expend any funds during the first quarter for brochure distribution.

#### **EMAIL DISTRIBUTION SERVICES**

The Task Force did not spend any funds during the first quarter on email distribution services.

#### **PROFESSIONAL ENHANCEMENT**

##### **PROFESSIONAL ENHANCEMENT SCHOLARSHIPS**

The Task Force did not expend any funds during the first quarter for professional enhancement.

##### **PROFESSIONAL ASSOCIATION ANNUAL MEMBERSHIPS**

The Task Force did not expend any funds during the first quarter for professional association annual memberships.

#### **ADMINISTRATION**

The Task Force did not expend any funds during the first quarter for administration.

#### **PROOF OF FINANCIAL MATCH**

See Part D, Proof of Financial Match.

# COMPLIANCE CERTIFICATION FORM

<b>Grantee:</b> The Original Florida Tourism Task Force		
<b>Street Address:</b> 2009 NW 67th Place		
<b>City:</b> Gainesville	<b>ST:</b> FL	<b>Zip:</b> 32653-1603
<b>Phone:</b> 352.955.2200	<b>Email:</b> taylorchamber@fairpoint.net	

**TO:**

Department of Economic Opportunity  
Bureau of Economic Development  
The Caldwell Bldg.  
107 East Madison Street, MSC 160  
Tallahassee, FL 32399

DESCRIPTION: Deliverables Including Minimum Performance Standards	Invoice Period: (dates)
Invoice #1 (attached)	Jan 20, 2021 to Apr 30, 2021
1 Electronic Newsletter	\$1,000.00
INVOICE AMOUNT	\$1,000.00

**Recipient Certification:**

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.

Name Printed: Dawn Taylor Title: Chair

Signature:  Date: 5/20/21

**DEO Agreement Manager Certification:**

I certify, by evidence of my signature below, the above information is true and correct to the best of my knowledge; the goods and services have been satisfactorily received and payment is now due.

DEO Agreement Manager Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_



**DEPARTMENT OF ECONOMIC OPPORTUNITY  
MINORITY SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE REPORT**

**Company Name:** The Original Florida Tourism Task Force      **Invoice #:** 1      **Date:** 5/20/21

**Contract Amount:** \$50,000

**MBE Participation Amount:** \$      **MBE Percentage:** 0%

**DV Participation Amount:** \$      **DV Percentage:** 0%

**MINORITY BUSINESS ENTERPRISE (MBE)**

\*\*Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Minority Business Enterprise	Description	** MBE Status	State Certified MBE (Yes or No)	MBE Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
<b>TOTALS</b>				\$ -	\$ -	\$ -	\$ -	
							\$ -	

\*\*Certified MBE: **H** - African American **I** - Hispanic **J** - Asian/Hawaiian **K** - Native American **M** - American Women  
Non-Certified MBE: **N** - African American **O** - Hispanic **P** - Asian/Hawaiian **Q** - Native American **R** - American Women

**SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE**

\*\*Include consultants, sub-contractors, travel agents, etc. who provided services on this project

**Service-Disabled Veteran Business Enterprise	Description	** DV Status	State Certified DV (Yes or No)	DV Contract \$ Amount	\$ Amount this Invoice	Total Paid	Balance Due	Project Type (Commodities or Contractual Services)
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
				\$ -	\$ -	\$ -	\$ -	
<b>TOTALS</b>				\$ -	\$ -	\$ -	\$ -	
							\$ -	

\*Certified DV: **W** - Service-Disabled Veteran Business  
\*\*Non-Certified DV: **Y** - Service-Disabled Veteran Business



BYLAWS of the  
THE ORIGINAL FLORIDA TOURISM TASK FORCE

As Amended August 17, 2017  
Proposed Amendment May 20, 2021

ARTICLE I: NAME AND PURPOSE

Section 1: The name of this organization shall be the The Original Florida Tourism Task Force, hereinafter called the Task Force.

Section 2: The purpose of this organization is to promote tourism development and education opportunities within The Original Florida region including but not limited to the counties of Alachua, Bradford, Columbia, Dixie, Gadsden, Gilchrist, Jefferson, Hamilton, Lafayette, Leon, Levy, Madison, Suwannee, Taylor, Union and Wakulla. The Original Florida region is loosely defined as North Central Florida.

This group shall not engage in political activity pertaining to elections and political campaigns.

ARTICLE II: MEMBERSHIP, REPRESENTATION, AND VOTING

Section 1: All counties within the region may become members of the Task Force with allotted representation as follows:

- (a) One representative for the first 49,999 population provided, however, all member counties which have established by referendum a Tourist Development Council shall have a minimum of two representatives;
- (b) Three representatives for a total population exceeding 50,000.

Population shall be established by the official annual estimates of the Office of the Governor.

Section 2: Each representative shall have one vote on matters considered by the Task Force.

(a) Non-payment of the annual assessment within 90 days of receipt will result in suspension of voting rights for the representative(s) of the non-paying county until such time as the assessment is paid.

Section 3: Terms and composition of representatives shall be determined by each appointing member county.

**Section 4: All member counties shall receive member benefits, including cooperative marketing opportunities, data and research analysis, scholarships, travel show attendance, and promotion of each member county on Task Force publications, website, social media, and e-newsletters.**

**(a) Non-payment of the annual assessment by a member county within 90 days of receipt will result in suspension of member benefits, at the discretion of the Task Force, until such member county pays the unpaid annual assessment(s) for all fiscal year(s) beginning with Fiscal Year 2021-22.**

### **ARTICLE III: OFFICERS AND THEIR DUTIES**

Section 1: The officers of the Task Force shall consist of a Chair, a Vice-Chair, and a Secretary/Treasurer.

Section 2: With the exception of the organizational meeting, the Chair shall preside at all meetings of the Task Force. In his/her absence, the Vice-Chair shall preside. The Chair shall see that all orders and resolutions of the Task Force are carried into effect. The Chair may sign and execute, in the name of the Task Force, agreements or other instruments authorized by the Task Force at a meeting held by the Task Force where a quorum was present.

Section 3: At the request of the Chair or in his/her absence or disability, the Vice-Chair shall perform all the duties of the Chair.

Section 4: The Secretary/Treasurer shall duly record the proceedings of all meetings; and shall periodically review the financial condition of the Task Force, rendering quarterly statements of same to the Task Force.

Section 5: The terms of the officers shall be for two years.

Section 6: Standing Committees. The Original Florida shall create and maintain the following committees as needed:

**Executive Committee:** It is the duty and power of the Executive Committee to conduct the routine and ordinary business of the Task Force within the policy guidelines and financial plans established by the Board of Directors (unless otherwise provided by law), and the Original Florida Tourism Task Force Bylaws. The committee is chaired by the Original Florida Tourism Task Force chair and includes the officers and alternates,



standing committee chairs, and is advised by the Staff Director of the Original Florida Tourism Task Force.

**Finance Committee:** The purpose of the Finance Committee is to review and monitor all financial facets of the Original Florida Tourism Task Force, such as the budget, revenues, and expenditures. They make recommendations to the full Tourism Task Force board concerning these matters. The committee consists of the Treasurer, who chairs the committee, Board Chair and is advised by the Staff Director of the Original Florida Tourism Task Force.

**Bylaws/Nominations Committee:** This committee reviews the bylaws annually and prepares the slate for board and officer elections whenever needed. The chair must be a board member, and two members from the tourism community may join the committee.

**Leadership/Training Committee:** This committee is chaired by an Original Florida Tourism Task Force board member or alternate and includes board members and tourism industry representatives. The committee coordinates programs and industry relations such as the Tourism Awards, hospitality training, and other programming that includes education and recognition. The committee may design tourism mentor programs to provide coaching for tourism professionals.

**Annual Meeting/Tourism Awards Committee:** This committee coordinates the review of the award entries for the Original Florida Tourism Task Force Tourism Awards and assists in the planning and execution of the Original Florida Tourism Task Force Annual Meeting.

**Marketing/Sales Committee:** This committee is chaired by an Original Florida Tourism Task Force board member or alternate and includes representatives from the tourism industry. This committee meets regularly to explore marketing and sales programming that the Original Florida Tourism Task Force should lead and coordinate. The Chair of this committee prepares with committee input the Marketing Plan for the Original Florida Tourism Task Force. Implementation of the plan is done by this committee. The committee is broken into a few sub committees:

- **Trade Shows** – Chaired by a member of the hospitality industry with experience in trade shows
- **Familiarization Tours (FAMs)** – Chaired by a member of the hospitality industry with experience planning and executing familiarization tours.

**Leadership Circle:** This committee meets as needed to gather input and keep former leaders of the Original Florida Tourism Task Force engaged in tourism issues. This committee is hosted by the immediate past chair of the Original Florida Tourism Task

#### ARTICLE IV: MEETINGS

Section 1: The annual meeting of the Task Force which is held for the purpose of electing officers and for the transaction of such other business as may properly come before the meeting shall be held at a location and at the time established by the Chairman.

Section 2: The Task Force shall hold monthly meetings, one of which shall also serve as the annual meeting. Special meetings of the Task Force may be called at any time by the Chairman or by a majority of the Task Force members.

Section 3: The Task Force may designate any place, either within or without the State of Florida for any regular, annual or special meeting.

Section 4: Notice of each regular or special meeting of the Task Force shall be served personally, by first class mail, facsimile, or e-mail to each member not less than seven days nor more than fifty days before the meeting. Such notice shall state the date, time and the place of the meeting.

Section 5: At each annual meeting of the Task Force, the Chairman shall present a report on Task Force activities for the preceding year. The Secretary-Treasurer shall present a financial report at the annual and all quarterly meetings.

Section 6: A quorum shall exist when 40 percent of the Task Force's current member counties are represented and in attendance at a Task Force meeting.

Section 7: All member counties hosting meetings will adhere to the requirements set forth under the Florida Sunshine Law.

Member counties shall appoint Task Force members through either the Board of County Commissioners or their respective Tourist Development Councils. Member counties are encouraged to appoint members of the tourism or hospitality industry to the Task Force.

#### ARTICLE V: FINANCES AND STAFF

Section 1: On or before July 1 of each year, the Task Force shall adopt a budget for the Fiscal Year beginning October 1. The Fiscal Year shall commence the first day of October and end the last day of September of each year.

Section 2: The Task Force shall retain unrestricted reserves equivalent to a minimum of 40 percent of its adopted budget.

Section 3: The Task Force shall enter into a contract with the North Central Florida Regional Planning Council (Council) who, on behalf of the Task Force, shall be the administrative entity and shall have the right to receive and accept in furtherance of Task Force functions, funds, grants, and services from federal, state and local governments or their agencies and contributions from private and community sources, and shall expend therefrom such sums of monies as shall be deemed necessary from time to time for the attainment of its objectives. The Council will establish a fund account within its financial records for the purpose of tracking revenues and expenditures for the Task Force. Such records shall be kept in the same manner as all other transactions of the Council and shall be included in the annual audit of the Council's activities. Task Force funds may be commingled with other funds of the Council and are not required to be maintained in a separate bank account.

Section 4: The Executive Director of the North Central Florida Regional Planning Council shall act as the Executive Director of the Task Force who shall have all of the powers and duties granted him/her by the Council.

#### ARTICLE VI: REMOVAL FROM OFFICE

The Task Force may request that representatives with excessive absences from meetings be removed from office in accordance with the following procedure:

Section 1: If a voting representative fails to provide a reason for an absence prior to the regularly scheduled meeting from which the representative is absent, it shall be assumed that there was no justifiable reason for the absence.

Section 2: In the implementation of this section, the Chairman is hereby required to automatically advise any representative who has had two consecutive absences, without having provided justifiable reasons, that notice is to be provided to the representative's appointing authority in accordance with the provisions of Section 4 below. This action shall be recorded in the minutes of the Task Force meeting following the date notice is sent to the absent representative.

Section 3: Any representative who was unable to provide notice of justifiable reason prior to the meeting as set forth above, may at the next regular Task Force meeting submit evidence that there was justifiable reason for being absent to the Task Force for a de nova determination by the Task Force. The decision by the Task Force is final.

Section 4: Should a voting representative have three (3) consecutive absences from regular meetings with no justifiable reason or appointed alternate representation, the Chairman shall appoint an ad hoc committee comprised of the three officers of the Task Force which shall so advise the appointing governmental unit. This notice should be

accompanied by a request that the offending representative be removed and replaced with another qualified person.

Justifiable or excused absences shall include any hospitality or tourism related activity

.

#### ARTICLE VII: AMENDMENTS

Section 1: These bylaws may be amended, supplemented, or superseded by an affirmative vote of a majority of the Task Force representatives at any regularly-scheduled Task Force meeting.

## **The Original Florida Tourism Task Force MEMBERS as of 7/16/2020**

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Brian Avery***

Lecturer  
University of Florida Department of Sport  
Management and Director of Engaged Learning  
and Outreach  
FLG 302 P.O. Box 118208  
Gainesville, FL 32611  
(w) 352.294.6922  
[brian@briandavery.com](mailto:brian@briandavery.com)

#### ***Jodi Biggar***

Tourist Program Coordinator  
Visit Gainesville/Alachua County  
33 North Main Street  
Gainesville, FL 32601  
(w) 352.275.4297  
[jbiggar@alachuacounty.us](mailto:jbiggar@alachuacounty.us)

#### ***Ron Gromoll***

Visiting Lecturer  
University of Florida Department of Tourism,  
Hospitality & Event Management  
FLG 190A, P.O. Box 118205  
Gainesville, FL 32611  
(w) 352.294.3064  
[rgromoll@ufl.edu](mailto:rgromoll@ufl.edu)

### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

#### ***William Sexton, Vice-Chair***

Bradford County Attorney  
945 North Temple Avenue  
Starke, FL 32091-2210  
[will\\_sexton@bradfordcountyfl.gov](mailto:will_sexton@bradfordcountyfl.gov)  
(w) 904.368.3902

#### ***The Honorable Daniel Riddick***

Bradford County  
Board of County Commissioners  
945 North Temple Avenue  
Starke, FL 32091  
(w) 352.473.7033  
(o) 904.966.6327  
(f) 352.473.5907  
[bccriddick@yahoo.com](mailto:bccriddick@yahoo.com)

### **COLUMBIA COUNTY**

(\$8,000 3 votes)

#### ***Rod Butler***

General Manager  
Holiday Inn Hotel and Suites  
213 SW Commerce Boulevard  
Lake City, FL 32025-1501  
(w) 386.487.1080  
[gm@hilakecityfl.com](mailto:gm@hilakecityfl.com)

#### ***Alden Rosner***

Sports Marketing Director  
Columbia County  
Tourist Development Council  
P.O. Box 1847  
Lake City, FL 32056  
(w) 386.719.1453  
[arosner@columbiacountyfla.com](mailto:arosner@columbiacountyfla.com)  
[www.southsidesportscomplex.com](http://www.southsidesportscomplex.com)

#### ***Paula R. Vann***

Executive Director  
Columbia County  
Tourist Development Council  
P.O. Box 1847  
Lake City, FL 32056  
(w) 386.758.1312  
[pvann@columbiacountyfla.com](mailto:pvann@columbiacountyfla.com)  
[www.springsrus.com](http://www.springsrus.com)

### **DIXIE COUNTY**

(\$2,000 - 2 votes)

#### ***Vacant***

#### ***Russ McCallister***

Suwannee Guides and Outfitters  
PO Box 1345  
Old Town, FL 32680  
(w) 352.542.8331  
(h) 352.325.1520  
(c) 352.258.0189  
[russ776@bellsouth.net](mailto:russ776@bellsouth.net)  
[www.visitdixie.com](http://www.visitdixie.com)  
[www.suwanneeguides.com](http://www.suwanneeguides.com)

**GILCHRIST COUNTY**

(\$2,000 - 2 votes)

***The Honorable Lee Deen***

Mayor, City of Trenton  
114 North Main Street  
Trenton, FL 32693-3440  
(o) 352.463.4007  
[WLDeen6757@gmail.com](mailto:WLDeen6757@gmail.com)

***Patricia Watson***

Executive Administrative Assistant  
City of Trenton  
500 North Main Street  
Trenton, FL 32693  
(w) 352.463.4000  
[pwatson@trentonflorida.org](mailto:pwatson@trentonflorida.org)

**HAMILTON COUNTY**

(\$2,000 - 2 votes)

***Vacant******Vacant*****JEFFERSON COUNTY**

(\$2,000 - 2 votes)

***Katrina Richardson, Secretary/Treasurer***

Executive Director  
Monticello-Jefferson County  
Chamber of Commerce  
420 West Washington Street  
Monticello, FL 32344  
(w) 850.997.5552  
[info@monticellojeffersonfl.com](mailto:info@monticellojeffersonfl.com)

***David Ward***

Monticello-Jefferson County  
Tourism Development Council  
420 West Washington Street  
Monticello, FL 32344  
(w) 850.519.5543  
[dwardpa@embarqmail.com](mailto:dwardpa@embarqmail.com)

**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

***Craig Colton***

Suwannee River Rendezvous  
828 NE Primrose Road  
Mayo, FL 32066  
(w) 386.294.2510  
[craigcolton@suwanneeriverrendezvous.com](mailto:craigcolton@suwanneeriverrendezvous.com)

**LEVY COUNTY**

(\$4,000 - 2 votes)

***Carol McQueen***

9207 Florida Street  
Fanning Springs, FL 32693  
(h) 352.221.2946  
[carolmcqueen44@gmail.com](mailto:carolmcqueen44@gmail.com)

***Tisha Whitehurst***

Director  
Levy County Visitors Bureau  
607 South West 1st Avenue  
Williston, FL 32696  
(w) 352.528.4030  
[tourism@visitnaturecoast.com](mailto:tourism@visitnaturecoast.com)

**MADISON COUNTY**

(\$3,000 - 2 votes)

***Jackie Blount***

Madison County  
Chamber of Commerce & Tourism  
182 NW College Loop  
Madison, FL 32340  
(c) 850.673.1046  
[jacquelyneblount@yahoo.com](mailto:jacquelyneblount@yahoo.com)

***Marlene Squires-Swanson***

Madison County  
Chamber of Commerce & Tourism  
182 NW College Loop  
Madison, FL 32340  
(w) 850.973.2788  
[marlene@madisonfl.org](mailto:marlene@madisonfl.org)

**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

***Charissa Setzer***

Marketing Coordinator  
Suwannee County  
Tourism Development Council  
220 Pine Avenue SW  
Live Oak, FL 32064  
(w) 386.330.2220  
(c) 386.688.3871  
[charissas@suwcountyfl.gov](mailto:charissas@suwcountyfl.gov)  
[www.visitsuwannee.com](http://www.visitsuwannee.com)

**Teena Peavy**  
Marketing Director  
Spirit of the Suwannee Music Park  
3076 95th Drive  
Live Oak, Florida 32060  
(w) 386.364.1683  
[teena@musicliveshere.com](mailto:teena@musicliveshere.com)  
[www.musicliveshere.com](http://www.musicliveshere.com)

#### **TAYLOR COUNTY**

(\$4,000 - 2 votes)

**Dawn Perez, Chair**  
Executive Director  
Taylor County Chamber of Commerce  
428 North Jefferson Street  
Perry, FL 32347  
(w) 850.584.5366  
(c) 850.843.0992  
[taylorchamber@fairpoint.net](mailto:taylorchamber@fairpoint.net)  
[www.taylorcountychamber.com](http://www.taylorcountychamber.com)

**Sandy Beach**  
20845 Keaton Beach Drive  
Perry, FL 32348  
850.578.2898  
(c) 850.843.1546  
[sandybeach8431546@gmail.com](mailto:sandybeach8431546@gmail.com)

#### **UNION COUNTY**

(\$1,000 - 1 vote)

**Dale Walker**  
City Manager  
City of Lake Butler  
200 SW 1st Street  
Lake Butler, FL 32054-2016  
(w) 386.496.3401  
[dwalker@cityoflakebutler.com](mailto:dwalker@cityoflakebutler.com)

#### **WAKULLA COUNTY**

(\$3,000 - 2 votes)

**Natalie Knowles**  
Procurement and Contract Coordinator  
Wakulla County Board of County  
Commissioners  
3093 Crawfordville Hwy.  
Crawfordville, FL 32327  
(w) 850.926.0919  
[nknowles@mywakulla.com](mailto:nknowles@mywakulla.com)  
[www.visitwakulla.com](http://www.visitwakulla.com)

**Thomas Herndon**  
Outreach Coordinator  
Wakulla County Tourist Development Council  
P.O. Box 1263  
Crawfordville, FL 32327  
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[therndon@mywakulla.com](mailto:therndon@mywakulla.com)  
[www.visitwakulla.com](http://www.visitwakulla.com)

#### **STAFF**

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Executive Director  
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**THE ORIGINAL FLORIDA TOURISM TASK FORCE  
VOLUNTEERS, CONSULTANTS AND OTHERS**

**as of 6/11/2020**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

***Donna Creamer - Travel Show Coordinator***

Staff Assistant  
Gilchrist County Tourist Development Council  
209 SE 1st Street  
Trenton, FL 32693  
(w) 352.463.3198  
(c) 352.210.1827  
[dcreamer@gilchrist.fl.us](mailto:dcreamer@gilchrist.fl.us)  
[www.VisitGilchristCounty.com](http://www.VisitGilchristCounty.com)

***Roland Loog - Volunteer***

1907 NW 10th Avenue  
Gainesville, FL 32605  
(h) 352.375.2060  
(c) 352.231.2077  
[rolandgerri@aol.net](mailto:rolandgerri@aol.net)

***Lois Nevins***

By All Means Travel  
7513 NW County Road 235  
Alachua, FL 32615  
(w) 386.418.0242  
[byallmeanstravel@hotmail.com](mailto:byallmeanstravel@hotmail.com)

***Tommy Thompson - Blogger***

Two Tree, Inc.  
24 NW 33rd Court, Suite A  
Gainesville, FL 32607  
(c) 352.284.1763  
[captommy@me.com](mailto:captommy@me.com)

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2021  
Visit Natural North Florida  
Meeting Dates and Counties



Third Thursday of each month, subject to change with advance notice.

January 21:	<u>Taylor County</u>
February 18:	<u>VIRTUAL</u>
March 18:	<u>VIRTUAL</u>
April 15:	<u>VIRTUAL</u>
May 20:	<u>VIRTUAL</u>
June 17:	<u>Madison County</u>
July 15:	<u>tbd</u>
August 19:	<u>Levy County</u>
September 16:	<u>Dixie County</u>
October 21:	<u>tbd</u>
November 18:	<u>tbd</u>
December 16:	<u>Alachua County (Council Office)</u>

Alachua	
Bradford	
Columbia	
Dixie	
Gilchrist	
Hamilton	
Jefferson	
Lafayette	
Levy	
Madison	
Suwannee	
Taylor	
Union	
Wakulla	

