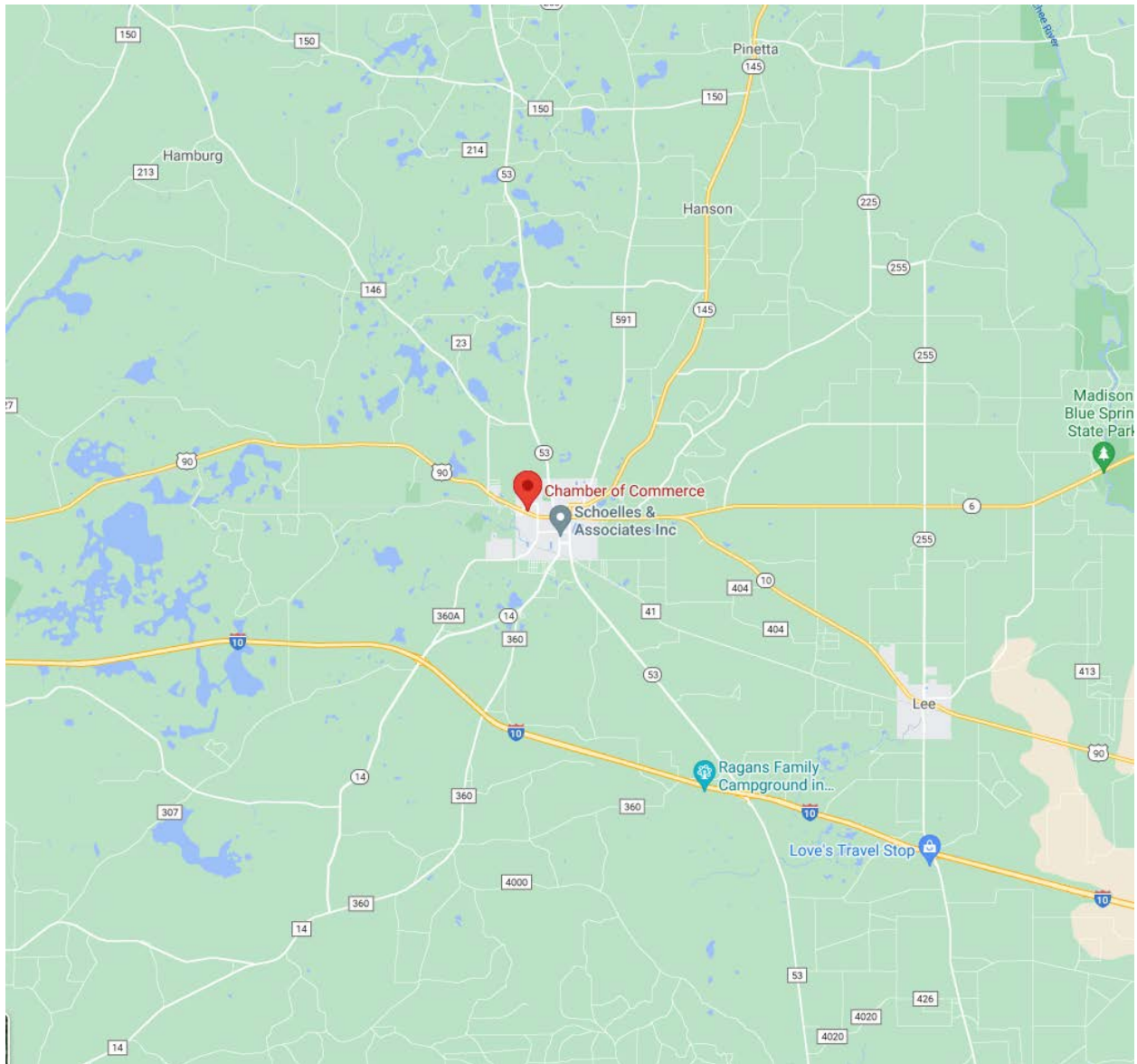


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **June 17, 2021**. The meeting will be held at **Madison County Chamber of Commerce and Tourism, 182 NW College Loop, Madison, Florida**, beginning at **10:00 a.m.**



Madison County Chamber of Commerce and Tourism
182 NW College Loop
Madison, FL 32340

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Madison County Chamber of Commerce & Tourism
182 NW College Loop, Madison, FL
Madison County**

**June 17, 2021
Thursday, 10:00 a.m.**

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of May 20, 2021 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval	
(1) April 30, 2021	9
B. Fiscal Year 2020-21 Regional Rural Development Grant	25
1. Website	
2. e-newsletter	
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	
C. VISIT FLORIDA -	
1. Influencer Trip	
2. Monthly Report	
D. Staff Items	
1. Cooperative Regional Marketing Fee Fiscal Year 2021-22	33
E. Other Old Business	
1. Updated Task Force Member Contact Information	35
2. 2021 Meeting Dates and Locations	39
F. Announcements	

V. NEW BUSINESS

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 July 15, 2021 at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

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.

MEMBERS PRESENT

Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Will Sexton, Bradford County, Vice-Chair
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Marlene Squires-Swanson, Madison County
Dawn Perez, Taylor County, Chair
Dale Walker, Union County

STAFF PRESENT

Scott Koons
Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Lee Deen, Gilchrist County
Sandy Beach, Taylor County
Teena Peavey, Suwannee County
Charissa Setzer, Suwannee County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Matt Brooks, Levy County Commissioner
Donna Creamer, Travel Show Coordinator
Anne Glick, Florida Fish and Wildlife
Conservation Commission

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:02 a.m.

II. APPROVAL OF THE AGENDA

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

ACTION: Katrina Richardson moved and Pat Watson seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE APRIL 15, 2021 MINUTES

Chair Perez asked for approval of the April 15, 2021 meeting minutes.

ACTION: Marlene Squires-Swanson moved and Dale Walker seconded to approve the April 15, 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) March 31, 2021

Task Force directed staff to contact Capital City Bank again to request waving monthly bank fees.

ACTION: David Ward moved and Katrina Richardson seconded to approve the March 31, 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
9. Professional Organization Memberships
10. Approval of First Quarter Report and Reimbursement Submittal Package

ACTION: Marlene Squires-Swanson moved and Katrina Richardson seconded to approve the First Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. VISIT FLORIDA -

1. Monthly Report

ACTION: Carol McQueen moved and Marlene Squires-Swanson seconded to authorize the Chair to approve a VISIT FLORIDA-EDA CARES Act marketing opportunity not to exceed \$10,000 for Task Force member counties that paid their Fiscal Year 2020-21 regional cooperative marketing fee. The motion passed unanimously.

D. Staff Items

1. Proposed Amendment to the Bylaws

P

ACTION: Katrina Richardson moved and Craig Colton seconded to approve the proposed amendment to Article II. Membership, Representation, and Voting, of the Bylaws to add Section 4, Subsection (a) concerning suspension of member benefits for failure to pay annual assessment. The motion passed unanimously.

Task Force members discussed waiving Fiscal Year 2021-22 dues and other incentives for member counties that paid Fiscal Year 2020-21 regional cooperative Marketing fee.

ACTION: Katrina Richardson moved and David Ward seconded to authorize the Chair to appeove a cooperative advertisement for Task Force member counties that paid their Fiscal Year 2020-21 regional cooperative marketing fee. The motion passed unanimously.

E. Other Old Business

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

ACTION: Katrina Richardson moved and David Ward seconded to have in-person Task Force meetings beginning with the June 17, 2021 Task Force meeting. The motion passed by a vote of 10 Yeas and 3 Nays.

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., June 17, 2021 to be held in Madison County at a location to be determined.

The meeting adjourned at 11:28 a.m.

Dawn V. Perez, Chair

6/17/21
Date

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

The Original Florida Tourism Task Force
Balance Sheet
As of April 30, 2021

	Apr 30, 21
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	162,049.40
Total Checking/Savings	162,049.40
Accounts Receivable	
Accounts Receivable	17,415.16
Total Accounts Receivable	17,415.16
Other Current Assets	
Prepaid Expense	438.00
Prepaid Registration Fees	3,195.00
Total Other Current Assets	3,633.00
Total Current Assets	183,097.56
TOTAL ASSETS	183,097.56
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	5,000.00
Total Accounts Payable	5,000.00
Total Current Liabilities	5,000.00
Total Liabilities	5,000.00
Equity	
Unrestricted Earnings	123,234.74
Net Income	54,862.82
Total Equity	178,097.56
TOTAL LIABILITIES & EQUITY	183,097.56

11:18 AM

The Original Florida Tourism Task Force

06/10/21

Profit & Loss

Accrual Basis

April 2021

	Apr 21
Expense	
Bank Charges	19.36
Total Expense	19.36
Net Income	-19.36

11:00 AM

05/11/21

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 04/30/2021

	Apr 30, 21
Beginning Balance	162,130.01
Cleared Transactions	
Checks and Payments - 2 items	<u>-80.61</u>
Total Cleared Transactions	<u>-80.61</u>
Cleared Balance	162,049.40
Register Balance as of 04/30/2021	162,049.40
New Transactions	
Checks and Payments - 2 items	<u>-735.00</u>
Total New Transactions	<u>-735.00</u>
Ending Balance	161,314.40

11:00 AM

05/11/21

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 04/30/2021

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						162,130.01
Cleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	03/25/2021	1554	Florida Department ...	X	-61.25	-61.25
Check	04/26/2021		Capital City Bank	X	-19.36	-80.61
Total Checks and Payments					-80.61	-80.61
Total Cleared Transactions					-80.61	-80.61
Cleared Balance					-80.61	162,049.40
Register Balance as of 04/30/2021					-80.61	162,049.40
New Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	05/06/2021	1557	Southeast Tourism ...		-560.00	-560.00
Bill Pmt -Check	05/06/2021	1556	Florida Outdoor Writ...		-175.00	-735.00
Total Checks and Payments					-735.00	-735.00
Total New Transactions					-735.00	-735.00
Ending Balance					-815.61	161,314.40



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002465 FCC31545050121063718 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 4/30/21
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://tellyourbankercdbg.com> today.

CHECKING ACCOUNT

ANALYZED BUS CHECKING
Account Number
Previous Balance
Deposits/Credits
2 Checks/Debits
Service Charges
Interest Paid
Ending Balance

XXXXXXXX2204
162,130.01
.00
80.61
.00
.00
162,049.40

Images
Statement Dates 4/01/21 thru 5/02/21
Days in this Statement Period 32
Avg Ledger Balance 162,079.83
Avg Collected Balance 162,079.83

OTHER DEBITS

Date	Description	Amount
4/26	Account Analysis Charge	19.36-

CHECKS IN NUMBER ORDER

Date	Check No	Amount
4/09	1554	61.25

* Denotes missing check numbers

RECEIVED

MAY 06 2021

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 4/30/21
Primary Account

Page 2
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
4/01	162,130.01	4/09	162,068.76	4/26	162,049.40

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

00002465-0003977-0002-0003-FCC31545050121063718-01-L



Natural North Florida		THE JOURNAL FLORIDA TOURISM MARKETING		Capital City Bank		1554
2000 N.W. 17TH PLACE		400 N.W. 17TH PLACE		3/25/2021		
TALLAHASSEE, FL 32314		TALLAHASSEE, FL 32314				
PAY TO THE ORDER OF		Florida Department of State		8 - \$1.30		
Fifty One and 25/100				DOLLARS		
Florida Department of State		Divide of Conservation				
P.O. Box 8158		Tallahassee, FL 32314				
MEMO						
⑆001554⑆		⑆2063100688⑆		0224792204⑆		

1554 04/09/2021 \$61.25

Capital City Bank 4/19/2021 2:24 PM



THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.955.2200



1554

63-68/631

3/25/2021

PAY TO THE
ORDER OF

Florida Department of State

\$ **61.25

Sixty-One and 25/100

DOLLARS

Florida Department of State
Division of Corporations
P.O. Box 6198
Tallahassee, FL 32314



51.1

MEMO

0001554 0063100688 0224792204

Security Features	How to Verify	How to Verify
Hologram	Look for the 3D effect	Look for the 3D effect
Heat Sensitive	Look for the color change	Look for the color change
Watermark	Look for the watermark	Look for the watermark
Microprint	Look for the microprint	Look for the microprint
Color Shift	Look for the color shift	Look for the color shift
Fluorescence	Look for the fluorescence	Look for the fluorescence
Security Thread	Look for the security thread	Look for the security thread
Security Features	Look for the security features	Look for the security features

005-4500453-483543755
DEPOSIT ONLY 61.25
04/06/21--80001--023

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE

ENDORSE HERE

Amount: \$-61.25
Statement Description: Check
Check Number: 1554
Posted Date: 4/9/2021
Type: Debit
Status: Posted

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of April 30, 2021

(These financial statements are unaudited)

	Budget	April 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)
Total Income	276,100.00	0.00	162,746.08	(113,353.92)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	5,060.00	5,060.00
Total Planning	0.00	0.00	5,060.00	5,060.00
Collateral Materials				
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
Total Collateral Materials	3,000.00	0.00	17,080.00	14,080.00
Website				
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
Total Website	11,100.00	0.00	7,275.00	(3,825.00)
Trade Shows				
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)
Total Trade Shows	90,300.00	0.00	0.00	(90,300.00)

The Original Florida Tourism Task Force Income and Expenses - Budget vs. Actual

As of April 30, 2021

(These financial statements are unaudited)

	Budget	April 2021	Year to Date	Over/(Under) Budget
Advertising				
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	0.00	442.10	442.10
Total Advertising	84,000.00	0.00	67,023.18	(16,976.82)
Total Marketing Expenses	188,400.00	0.00	96,438.18	(91,961.82)
Administration				
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	19.36	133.83	(66.17)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	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)
Total Administration	38,700.00	19.36	6,445.08	(32,254.92)
Memberships				
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)
Total Memberships	1,500.00	0.00	0.00	(1,500.00)
Professional Enhancement				
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)
Total Professional Enhancement	22,900.00	0.00	0.00	(22,900.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of April 30, 2021

(These financial statements are unaudited)

	Budget	April 2021	Year to Date	Over/(Under) Budget
Internships				
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)
Total Internships	12,500.00	0.00	0.00	(12,500.00)
 Retained Reserves				
Retained Reserves	12,100.00	0.00	0.00	(12,100.00)
Total Retained Reserves	12,100.00	0.00	0.00	(12,100.00)
 Total NonMarketing Expenses	87,700.00	19.36	6,445.08	(81,254.92)
 Total Expenses	276,100.00	19.36	102,883.26	(173,216.74)
Net Income	0.00	(19.36)	59,862.82	59,862.82

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, 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, 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:

Deliverable No. 1 – Website Maintenance and Enhancements		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Maintain, host and operate website in accordance with Scope of Work 2.1	<p>Grantee must provide ongoing website hosting and operation.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of agreement with vendor; • Invoice from provider detailing work completed; • Copy of website analytics. • Proof of payment 	Failure to maintain, host, and operate website as specified in Scope of Work 2.1 will result in non-payment.
Deliverable No. 2 – Electronic Newsletters		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Distribute Electronic Newsletters in accordance with Scope of Work 2.2	<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>Required Documentation:</p> <ul style="list-style-type: none"> • Include DEO Agreement Manager on electronic newsletter distribution list • Copy of invoice; • Proof of payment. 	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.

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

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

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

Fiscal Year 2021-22 Annual Regional Cooperative Marketing Fees

May 28, 2021

County	Total FY 2019-20 Bed Tax	County Tourist Development Tax Rate	Taxes on		Annual Program Fee	Between \$0 and \$25,000		Between \$25,001 \$50,000		Between \$50,001 \$100,000		Between \$100,001 \$225,000		Between \$225,001 \$400,000		Between \$400,001 \$800,000		Between \$800,001 \$1,200,000		Over \$1,200,000
			First	Two Pennies																
Alachua	\$4,990,121.00	5%	\$1,996,048.40		\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,000
Bradford	\$126,532.00	4%	\$63,266.00		\$3,000	\$0	\$0	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Columbia	\$1,376,796.00	5%	\$550,718.40		\$8,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,000	\$0	\$0	\$0	\$0	\$0
Dixie	\$91,144.00	3%	\$60,762.67		\$3,000	\$0	\$0	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gilchrist	\$72,063.00	3%	\$48,042.00		\$2,000	\$0	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Hamilton	\$31,803.00	3%	\$21,202.00		\$1,000	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Jefferson	\$46,756.00	3%	\$31,170.67		\$2,000	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Lafayette	\$0.00	0%	\$0.00		\$1,000	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Levy	\$323,461.00	4%	\$161,730.50		\$4,000	\$0	\$0	\$0	\$0	\$0	\$0	\$4,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Madison	\$122,404.00	3%	\$81,602.67		\$3,000	\$0	\$0	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Suwannee	\$230,282.00	3%	\$153,521.33		\$4,000	\$0	\$0	\$0	\$0	\$0	\$0	\$4,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Taylor	\$551,998.00	5%	\$220,799.20		\$4,000	\$0	\$0	\$0	\$0	\$0	\$0	\$4,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Union	\$0.00	0%	\$0.00		\$1,000	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Wakulla	\$179,169.00	4%	\$89,584.50		\$3,000	\$0	\$0	\$0	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OFTF Total					\$54,000															

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

Jodi Biggar

Tourist Program Coordinator
Visit Gainesville/Alachua County
33 North Main Street
Gainesville, FL 32601
(w) 352.275.4297
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

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
(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

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

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
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
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
www.visitdixie.com
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

Patricia Watson

Executive Administrative Assistant
City of Trenton
500 North Main Street
Trenton, FL 32693
(w) 352.463.4000
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

David Ward

Monticello-Jefferson County
Tourism Development Council
420 West Washington Street
Monticello, FL 32344
(w) 850.519.5543
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

LEVY COUNTY

(\$4,000 - 2 votes)

Carol McQueen

9207 Florida Street
Fanning Springs, FL 32693
(h) 352.221.2946
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

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

Marlene Squires-Swanson

Madison County
Chamber of Commerce & Tourism
182 NW College Loop
Madison, FL 32340
(w) 850.973.2788
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
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
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
www.taylorcountychamber.com

Sandy Beach
20845 Keaton Beach Drive
Perry, FL 32348
850.578.2898
(c) 850.843.1546
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

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
www.visitwakulla.com

Thomas Herndon
Outreach Coordinator
Wakulla County Tourist Development Council
P.O. Box 1263
Crawfordville, FL 32327
(w) 850.745.7713
therndon@mywakulla.com
www.visitwakulla.com

STAFF

Lauren Yeatter
Senior Planner
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 113
yeatter@ncfrpc.org
www.visitnaturalnorthflorida.com

Scott R. Koons
Executive Director
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 101
koons@ncfrpc.org

**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
www.VisitGilchristCounty.com

Roland Loog - Volunteer

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

Lois Nevins

By All Means Travel
7513 NW County Road 235
Alachua, FL 32615
(w) 386.418.0242
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

r:\original florida\members & volunteers\of volunteers list 6-11-2020.docx

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>Alachua County</u>
December 16:	<u>Alachua County (Council Office)</u>

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

