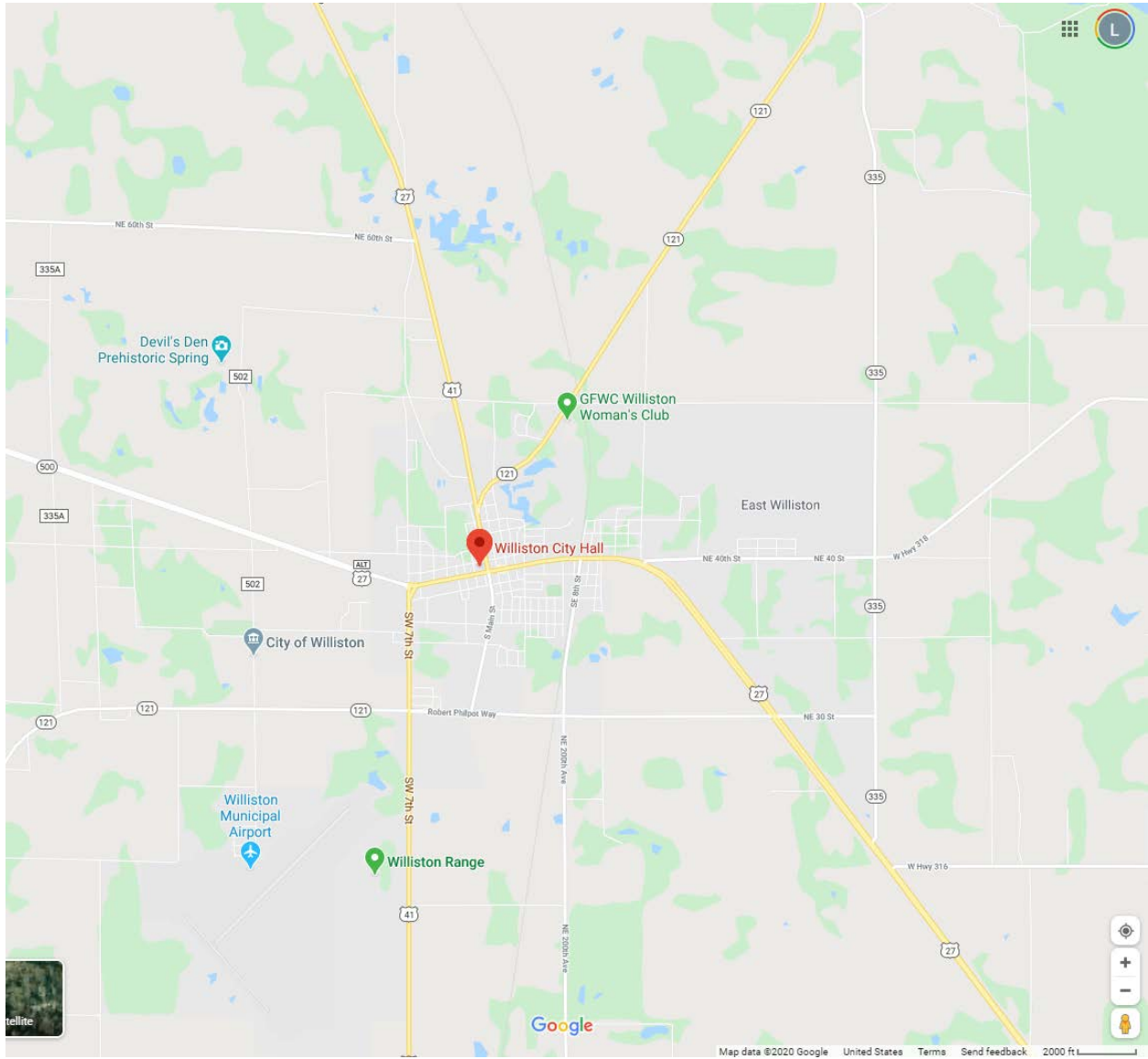




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **August 19, 2021**. The meeting will be held at **Williston City Hall, 50 NW Main Street, Williston, Florida**, beginning at **10:00 a.m.**



Williston City Hall
50 NW Main Street
Williston, FL 32696

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Williston City Hall
50 NW Main Street, Williston, FL
Levy County**

**August 19, 2021
Thursday, 10:00 a.m.**

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of July 15, 2021 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval (1) June 30, 2021	9
2. Nominating Committee	
B. Fiscal Year 2020-21 Regional Rural Development Grant	43
1. Website	
2. e-newsletter	
3. Website Blogs	51
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	
10. Approval of Second Quarter Report and Reimbursement Submittal Package	55
C. VISIT FLORIDA -	
1. Monthly Report	
D. Staff Items	
1. Florida Travel and Lifestyles Magazine Advertisement	57
2. U.S. Economic development - American Rescue Plan Act	

- E. Other Old Business
 - 1. Updated Task Force Member Contact Information 61
 - 2. 2021 Meeting Dates and Locations 67
- F. Announcements
- V. NEW BUSINESS
- VI. Leadership Forum: Featured Levy County Restaurant
 Jo Clark, Travel Writer
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on September 16, 2021 at a location to be determined in Dixie County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Hart Springs
4240 SW 86th Avenue, Bell, FL
Gilchrist County

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

MEMBERS PRESENT

Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County, Chair

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Jackie Blount, Madison County
Marlene Squires-Swanson, Madison County
Sandy Beach, Taylor County
Teena Peavey, Suwannee County
Dale Walker, Union County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Ryan Fulford, Cross City Councilman

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:05 a.m.

II. APPROVAL OF THE AGENDA

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

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE MAY 20, 2021 MINUTES

Chair Perez asked for approval of the May 20, 2021 meeting minutes.

ACTION: Patricia Watson moved and Ron Gromoll seconded to approve the May 20, 2021 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Reports
 - a. Monthly Financial Reports Review and Approval

(1) April 30, 2021

(2) May 31, 2021

ACTION: Ron Gromoll moved and Patricia Watson seconded to approve the April 30, 2021 and May 31, 2021 monthly financial reports as presented. The motion passed unanimously.

B. Fiscal Year 2020-21 Regional Rural Development Grant

1. Website
2. e-Newsletter
3. Website Blogs

Carol McQueen presented the Marketing Committee's recommendations to waive the Task Force requirement to not accept proposals by e-mail; to approve Jo Clark's blogger proposal as the top ranked proposal, pending information requested; enter into a contract with Jo Clark for blogging services; and to allow proposals to be submitted by e-mail in the future.

ACTION: Ron Gromoll moved and Charissa Setzer seconded to approve the Marketing Committee's recommendations concerning blogging services. The motion passed unanimously.

Carol McQueen discussed her retirement from the Task Force.

ACTION: Russ McCallister moved and Patricia Watson seconded to appoint Tisha Whitehurst to the Marketing Committee. The motion passed unanimously.

4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign

ACTION: Patricia Watson moved and Carol McQueen seconded to approve \$9,000 from the Fiscal Year 2020-21 Regional Rural development Grant for the VISIT FLORIDA 2022 Transportation Map. The motion passed unanimously.

7. Brochure Distribution

8. Scholarships
9. Professional Organization Memberships

C. VISIT FLORIDA -

1. Influencer Trip

ACTION: Russ McCallister moved and Ron Gromoll seconded to direct the Marketing Committee to develop blogger and influencer standards for Task Force participation in familiarization tours. The motion passed unanimously.

2. Monthly Report

D. Staff Items

1. Florida Travel and Lifestyles Magazine Advertisement
2. Cooperative Regional Marketing Fee Fiscal Year 2021-22

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., August 19, 2021 to be held in Levy County at a location to be determined.

The meeting adjourned at 11:18 a.m.

Dawn V. Perez, Chair

8/19/21
Date

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

The Original Florida Tourism Task Force

Balance Sheet

08/12/21

As of June 30, 2021

Accrual Basis

	<u>Jun 30, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	157,703.40
Total Checking/Savings	157,703.40
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	178,751.56
TOTAL ASSETS	178,751.56
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	14,380.77
Total Accounts Payable	14,380.77
Total Current Liabilities	14,380.77
Total Liabilities	14,380.77
Equity	
Unrestricted Earnings	123,234.74
Net Income	41,136.05
Total Equity	164,370.79
TOTAL LIABILITIES & EQUITY	178,751.56

11:26 AM

08/12/21

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

June 2021

	<u>Jun 21</u>
Expense	
Bank Charges	18.09
Marketing	
Public Relations	
Advertising	
Florida Travel & Lifestyles	2,700.00
Total Advertising	<u>2,700.00</u>
Total Public Relations	<u>2,700.00</u>
Total Marketing	2,700.00
NCFRPC Contractual Services	5,000.00
Professional Enhancements	
Marketing College	5,255.77
Total Professional Enhancements	<u>5,255.77</u>
Total Expense	<u>12,973.86</u>
Net Income	<u><u>-12,973.86</u></u>

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 06/30/2021

	Jun 30, 21
Beginning Balance	161,296.49
Cleared Transactions	
Checks and Payments - 2 items	-3,593.09 ✓
Total Cleared Transactions	-3,593.09
Cleared Balance	<u>157,703.40</u>
Register Balance as of 06/30/2021	157,703.40
New Transactions	
Checks and Payments - 3 items	-1,942.02
Total New Transactions	-1,942.02
Ending Balance	<u><u>155,761.38</u></u>

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 06/30/2021

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						161,296.49
Cleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	06/03/2021	1558	Southeast Tourism ...	X	-3,575.00	-3,575.00
Check	06/25/2021		Capital City Bank	X	-18.09	-3,593.09
Total Checks and Payments					-3,593.09	-3,593.09
Total Cleared Transactions					-3,593.09	-3,593.09
Cleared Balance					-3,593.09	157,703.40
Register Balance as of 06/30/2021					-3,593.09	157,703.40
New Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	07/01/2021	1560	South Shore Media		-1,350.00	-1,350.00
Bill Pmt -Check	07/01/2021	1561	VisitFlorida		-395.00	-1,745.00
Bill Pmt -Check	07/01/2021	1559	Setzer Charissa		-197.02	-1,942.02
Total Checks and Payments					-1,942.02	-1,942.02
Total New Transactions					-1,942.02	-1,942.02
Ending Balance					-5,535.11	155,761.38



P.O. Box 900
Tallahassee, FL 32302

00003064 FCC31545070121100756 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 6/30/21
Primary Account

Page 1
XXXXXXXX2204



Now hiring, and offering sign-on & retention bonuses for qualifying positions.
Excellent benefits, paid time off, stock purchase plan & tuition assistance plan.
Apply today! www.ccbg.com/careers EEO: Disabled Veterans & Drug Free workplace

CHECKING ACCOUNT

ANALYZED BUS CHECKING		Images	1
Account Number	XXXXXXXX2204	Statement Dates	6/01/21 thru 6/30/21
Previous Balance	161,296.49	Days in this Statement Period	30
Deposits/Credits	.00	Avg Ledger Balance	158,671.20
2 Checks/Debits	3,593.09	Avg Collected Balance	158,671.20
Service Charges	.00		
Interest Paid	.00		
Ending Balance	157,703.40		

OTHER DEBITS

Date	Description	Amount
6/25	Account Analysis Charge	18.09-

CHECKS IN NUMBER ORDER

Date	Check No	Amount
6/09	1558	3,575.00

* Denotes missing check numbers

RECEIVED

JUL 07 2021

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

00003064-0007681-0001-0005-FCC31545070121100756-01-L





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

Date 6/30/21
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING





XXXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
6/01	161,296.49	6/09	157,721.49	6/25	157,703.40

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

00003064-0007682-0002-0005-FCC31545070121100756-01-L



				1558
<small>THE OFFICIAL BANK OF THE STATE OF FLORIDA 300 ALLEY AT THE PLAZA GAINESVILLE, FLORIDA 32608-1829 352-333-7723</small>		<small>CS 08831</small>		06/09/2021
<small>PAY TO THE ORDER OF</small> Southeast Tourism Society				\$ 3,076.00
Three Thousand Five Hundred Seventy-Five and 00/100***** DOLLARS				
Southeast Tourism Society 1426 Market Boulevard Suite Suite 630 # 324 Roswell, GA 30076-9723				
<small>MEMO</small>				
<small>⑆001558⑆ ⑆0631005881⑆ 0224742204⑆</small>				

1558

06/09/2021

\$3,575.00

DOCUMENT INCLUDES VISIBILE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOL HOLOGRAM



THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1803
352.955.2200



1558

63-68/631

6/3/2021

PAY TO THE ORDER OF Southeast Tourism Society

\$ **3,575.00

Three Thousand Five Hundred Seventy-Five and 00/100 DOLLARS

Southeast Tourism Society
1425 Market Boulevard Suite
Suite 530 # 324
Roswell, GA 30076-6723



Signature

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

001558 00631006881

0224792204

Check on back
Security Features Window

ENDORSE HERE

FOR DEPOSIT ONLY
SOUTHEAST TOURISM SOCIETY
000062458911

CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE

The security features listed below, as well as those not listed, exceed industry guidelines.

- Security Features:
Hologram
Heat Sensitive Ink
True Watermark
Visible Fibers
Chemically Sensitive Paper and Ink
Chemical Wash Detection Aided Microprinting
High Resolution Warning Bands
Toner Adhesion Properties
Anti-Copy Technology
Laid Line Back Pattern
Faint watermark design is a certification mark of the Check Payment Systems Association
* FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: \$-3,575.00
Statement Description: Check
Check Number: 1558
Posted Date: 6/9/2021
Type: Debit
Status: Posted

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of June 30, 2021

(These financial statements are unaudited)

	Budget	June 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 June 30, 2021

(These financial statements are unaudited)

	Budget	June 2021	Year to Date	Over/(Under) Budget
Advertising				
Digital Advertising Campaign 2019-20	13,500.00	2,700.00	50,977.83	37,477.83
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	2,700.00	69,723.18	(14,276.82)
Total Marketing Expenses	188,400.00	2,700.00	99,138.18	(89,261.82)
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	1,875.00	1,875.00	(3,750.00)
NCFRPC - Admin Program Fees	23,750.00	3,125.00	6,250.00	(17,500.00)
Bank Charges	200.00	18.09	169.83	(30.17)
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	5,018.09	11,481.08	(27,218.92)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	560.00	(40.00)
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
Total Memberships	1,500.00	0.00	735.00	(765.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	5,255.77	5,255.77	80.77
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	5,255.77	5,255.77	(17,644.23)

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

As of June 30, 2021

(These financial statements are unaudited)

	<u>Budget</u>	<u>June 2021</u>	<u>Year to Date</u>	<u>Over/(Under) Budget</u>
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	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,500.00)</u>
Retained Reserves				
Retained Reserves	12,100.00	0.00	0.00	(12,100.00)
Total Retained Reserves	<u>12,100.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(12,100.00)</u>
Total NonMarketing Expenses	<u>87,700.00</u>	<u>10,273.86</u>	<u>17,471.85</u>	<u>(70,228.15)</u>
Total Expenses	<u>276,100.00</u>	<u>12,973.86</u>	<u>116,610.03</u>	<u>(159,489.97)</u>
Net Income	<u><u>0.00</u></u>	<u><u>(12,973.86)</u></u>	<u><u>46,136.05</u></u>	<u><u>46,136.05</u></u>

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

Adopted 9/17/2020

<i>Revenues</i>	Total
<i>Cooperative Regional Marketing Program Fees:</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
Subtotal	\$58,000
<i>Additional Revenue:</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
Subtotal - Cash	\$136,800
TOTAL REVENUES - CASH	\$194,800
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - In-Kind	\$81,300
TOTAL REVENUES - CASH AND IN-KIND	\$276,100
<i>Expenditures</i>	
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
TOTAL EXPENDITURES - CASH	\$194,800
(1) Marketing Program for FY 2020-21 - In-Kind	\$81,300
TOTAL EXPENDITURES - CASH AND IN-KIND	\$276,100
(1) See Marketing Budget Detail	
(2) See Memberships Detail	
<i>Reserve Funds</i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$130,000
TOTAL RESERVE FUNDS	\$130,000

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

Adopted 9/17/2020

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

August 19, 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
2nd Quarter Deliverables Report

Dear Mr. Gitzen:

At its August 19, 2021 meeting, The Original Florida Tourism Task Force reviewed and approved the second quarter report and reimbursement request for its Fiscal Year 2020-21 Regional Rural Development Grant.

Please find enclosed the second quarter Deliverables Report and an invoice in the amount of \$6,385.77 for the period May 1, 2021 through July 31, 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
FEID # 59-3534835**

INVOICE

Agreement #: D0179

Invoice No. 2
Date: July 31, 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: May 1, 2021 to July 31, 2021	
Deliverable 7 Professional Enhancement Scholarships Provided 3 scholarships for Southeast Tourism Society Marketing College	
Deliverable 8 Memberships in Professional Organizations Renewed 3 memberships in professional organizations	
Expenditures	
Staff time	\$0.00
Contractual Services	0.00
Memberships	1,130.00
Travel	0.00
Registrations	0.00
Shipping	0.00
Scholarships	5,255.77
TOTAL	\$ 6,385.77

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

Date 8/19/21

Florida Department of Economic Opportunity
Fiscal Year 2020-21
Regional Rural Development Grant
Second Quarter Report
May 1, 2021 through July 31, 2021

Submitted August 19, 2021 by

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

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Memberships in Professional Organizations	D-1

NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2020-21
SECOND QUARTER REPORT
May 1, 2021 through July 31, 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 second quarter for website maintenance and hosting.

TOPIC-CENTERED MICROSITES

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

MARKETING AND PROMOTION

ELECTRONIC NEWSLETTERS

The Task Force did not expend any funds during the second quarter for electronic newsletters.

WEBSITE BLOGS

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

UPDATE AND PRINT MARKETING MATERIALS

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

DOMESTIC TRAVEL SHOWS

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

ADVERTISING CAMPAIGN

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

BROCHURE DISTRIBUTION

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

EMAIL DISTRIBUTION SERVICES

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

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

The Task Force expended \$5,255.77 during the second quarter for professional enhancement.

PROFESSIONAL ASSOCIATION ANNUAL MEMBERSHIPS

The Task Force expended \$1,130.00 during the second quarter for professional association annual memberships.

ADMINISTRATION

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

PROOF OF FINANCIAL MATCH

Proof of Financial Match was provided as part of the first quarter report.

EDA: AMERICAN RESCUE PLAN

TRAVEL, TOURISM & OUTDOOR RECREATION

Promoting America's Tourist Communities



Through the **Travel, Tourism & Outdoor Recreation** program, EDA is focused on accelerating the recovery of communities that rely on the travel, tourism and outdoor recreation sectors. \$750 million of EDA's American Rescue Plan funds are allocated to support the following efforts:

- **State Tourism Grants: \$510 million** in non-competitive awards to help states quickly invest in marketing, infrastructure, workforce and other projects to rejuvenate safe leisure, business and international travel.
- **Competitive Grants: \$240 million** to help communities that have been hardest hit by challenges facing the travel, tourism and outdoor recreation sectors to invest in infrastructure, workforce or other projects to support the recovery of the industry and economic resilience of the community in the future.



WHO SHOULD APPLY

State Tourism Grants

Eligible applicants for EDA's Statewide Planning Grants include Governors, the Mayor of DC, and other applicable Territory leaders or their designees. EDA will send these applicants a formal invitation to apply.

Competitive Tourism Grants

Eligible applicants for EDA's Competitive Tourism Grants program include a(n):

- District Organization of an EDA-designated Economic Development District
- Indian Tribe or a consortium of Indian Tribes
- State, county, city, or other political subdivision of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions
- Institution of higher education or a consortium of institutions of higher education
- Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State

Individuals or for-profit entities are not eligible.



APPLICATION DEADLINE

State Tourism Grants

- Application due 60 days after receiving invitation

Competitive Tourism Grants

- Suggested Application Submission Date:
March 15, 2022

Applications reviewed on a rolling basis



CONTACTS

- Email your questions about the American Rescue Plan Travel, Tourism & Outdoor Recreation program to TravelandTourism@eda.gov
- Visit www.eda.gov/contact to find contact information for your Economic Development Representative



To learn more about EDA's American Rescue Plan **Travel, Tourism and Outdoor Recreation** program, visit eda.gov/arpa/travel-tourism/.

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

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Jodi Biggar

Tourist Program Coordinator

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Ron Gromoll

Visiting Lecturer

University of Florida Department of Tourism,
Hospitality & Event Management

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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

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(o) 904.966.6327

(f) 352.473.5907

bccriddick@yahoo.com

COLUMBIA COUNTY

(\$8,000 3 votes)

Rod Butler

General Manager

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213 SW Commerce Boulevard

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Sports Marketing Director

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Tourist Development Council

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DIXIE COUNTY

(\$2,000 - 2 votes)

Vacant

Russ McCallister

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(c) 352.258.0189

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www.visitdixie.com

www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

The Honorable Lee Deen

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Trenton, FL 32693-3440
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WLDeen6757@gmail.com

Patricia Watson

Executive Administrative Assistant
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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
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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton

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LEVY COUNTY

(\$4,000 - 2 votes)

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Tisha Whitehurst

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MADISON COUNTY

(\$3,000 - 2 votes)

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Marlene Squires-Swanson

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SUWANNEE COUNTY

(\$4,000 - 2 votes)

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Teena Peavy
Marketing Director
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www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

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Executive Director
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taylorchamber@fairpoint.net
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UNION COUNTY

(\$1,000 - 1 vote)

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WAKULLA COUNTY

(\$3,000 - 2 votes)

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(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

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(h) 352.375.2060
(c) 352.231.2077
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Lois Nevins

By All Means Travel
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Alachua, FL 32615
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Tommy Thompson - Blogger

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24 NW 33rd Court, Suite A
Gainesville, FL 32607
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captommy@me.com

2021
 Visit Natural North Florida
 Meeting Dates and Counties



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

January 21:	Taylor County
February 18:	VIRTUAL
March 18:	VIRTUAL
April 15:	VIRTUAL
May 20:	VIRTUAL
June 17:	Cancelled
July 15:	Gilchrist County
August 19:	Levy County
September 16:	tbd
October 21:	Lafayette
November 18:	Alachua County
December 16:	Alachua County (Council Office)

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

