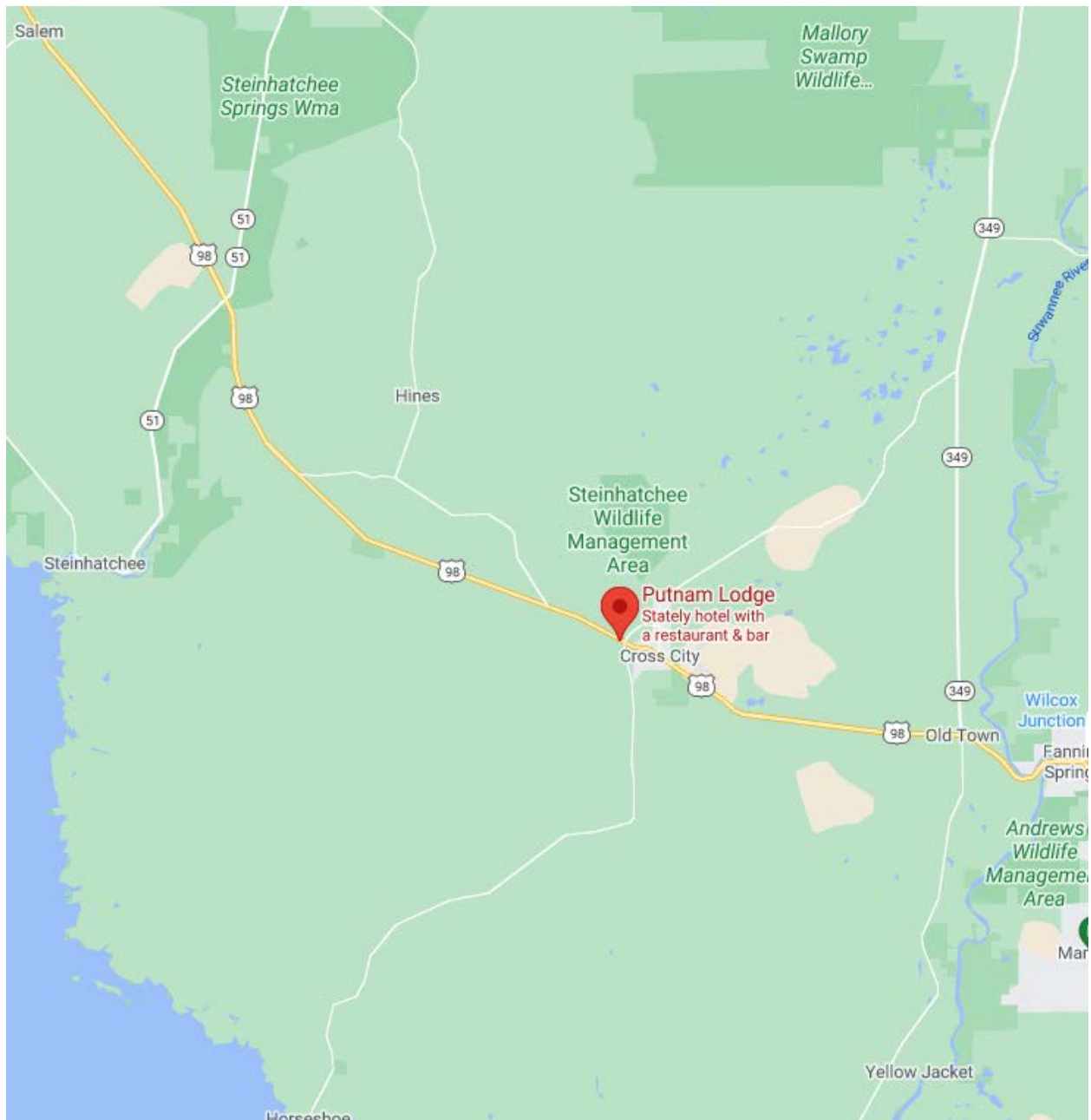




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **September 23, 2021**. The meeting will be held at **Putnam Lodge, 15487 U.S. Highway 19, Cross City, Florida**, beginning at **10:00 a.m.**



Putnam Lodge
15487 U.S Highway 19
Cross City, FL 32628

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Putnam Lodge
15487 U.S. Highway 19, Cross City, FL
Dixie County**

**September 23, 2021
Thursday, 10:00 a.m.**

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I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of August 19, 2021 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
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b. Adoption of Fiscal Year 2021-22 Budget	29
2. Nominating Committee	
B. Fiscal Year 2020-21 Regional Rural Development Grant	31
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- G. Announcements
- V. NEW BUSINESS
- VI. Leadership Forum: TBD
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on October 21, 2021 at a location to be determined in Lafayette County.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

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

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

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Craig Colton, Lafayette County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Teena Peavey, Suwannee County
Dale Walker, Union County
Thomas Herndon, Wakulla County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Lee Deen, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Carol McQueen, Levy County
Marlene Squires-Swanson, Madison County
Charissa Setzer, Suwannee County
Sandy Beach, Taylor County
Dawn Perez, Taylor County, Chair
Natalie Knowles, Wakulla County

OTHERS PRESENT

Matt Brooks, Levy County Commissioner
Jo Clark, Blogger
Donna Creamer, Travel Show Coordinator
Ryan Fulford, Cross City Councilman
Jeff Hardison, HardisonInk

MEMBERS ABSENT

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Vice-Chair Will Sexton called the meeting to order at 10:08 a.m.

II. APPROVAL OF THE AGENDA

Vice-Chair Sexton requested approval of the meeting agenda, as presented. Paula Vann asked for a discussion of a bylaws amendment to be added to the agenda.

ACTION: Tisha Whitehurst moved and Dale Walker seconded to approve the meeting agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE JULY 15, 2021 MINUTES

Vice-Chair Sexton asked for approval of the July 15, 2021 meeting minutes.

ACTION: Dale Walker moved and Tisha Whitehurst seconded to approve the July 15, 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) June 30, 2021

ACTION: Dale Walker moved and Patricia Watson seconded to approve the June 30, 2021 monthly financial report as presented. The motion passed unanimously.

2. Nominating Committee

ACTION: Pat Watson moved and Tisha Whitehurst seconded to appoint Craig Colton, Donna Creamer, and any other interested Task Force member not in attendance to the Nominating Committee, with Craig Colton serving as Chair. The motion passed unanimously.

B. Fiscal Year 2020-21 Regional Rural Development Grant

1. Website

2. e-Newsletter

3. Website Blogs

Jo Clark, Blogger presented information about her tour of Alachua, Bradford, Levy, and Union Counties.

4. Marketing Materials

5. Domestic Travel Shows

6. Advertising Campaign

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to participate in the VISIT FLORIDA 2022 Vacation Guide cooperative advertisement, using any remaining Fiscal Year 2020-21 Regional Rural Development Grant funds with any balance to be paid using Task Force funds for the Task Force one-half of the advertisement. The motion passed unanimously.

7. Brochure Distribution

8. Scholarships

9. Professional Organization Memberships

10. Approval of Second Quarter Report and Reimbursement Submittal Package

ACTION: Dale Walker moved and Tisha Whitehurst seconded to approve the Second Quarter Report and Reimbursement Submittal Package for the Fiscal Year 2020-21 Regional Rural Development Grant. The motion passed unanimously.

C. VISIT FLORIDA -

1. Monthly Report

D. Staff Items

1. Florida Travel and Lifestyles Magazine Advertisement
2. U.S. Economic Development Administration - American Rescue Plan Act

Staff presented information and offered technical grant application assistance the U.S. Economic Development Administration - American Rescue Plan Act grant opportunities.

E. Other Old Business

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

By consensus, the Task Force agreed to move the September 2021 meeting to September 23, 2021.

3. Discussion of ByLaws Amendment

Paula Vann asked that the Task Force consider adopting an appeals process for member counties that may have difficulty paying annual assessments under extenuating circumstances. Staff was directed to draft an amendment to the Bylaws regarding an appeals process.

F. Announcements

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

V. New Business

VI. Leadership Forum: Tisha Whitehurst introduced the featured Levy County Restaurant, The Ivey House, who donated a cookbook as a prize for a drawing.

VII. Adjournment

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., September 23, 2021 to be held in Dixie County at a location to be determined.

The meeting adjourned at 11:58 a.m.

Dawn V. Perez, Chair

9/23/21
Date

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

r:\original florida\task force meetings\minutes\2021\of_minutes_8-19-21.docx

The Original Florida Tourism Task Force

Balance Sheet

As of July 31, 2021

	Jul 31, 21
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	149,616.79
Total Checking/Savings	149,616.79
Accounts Receivable	
Accounts Receivable	24,800.93
Total Accounts Receivable	24,800.93
Other Current Assets	
Prepaid Expense	439.00
Prepaid Registration Fees	3,195.00
Total Other Current Assets	3,634.00
Total Current Assets	178,051.72
TOTAL ASSETS	178,051.72
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	7,146.07
Total Accounts Payable	7,146.07
Total Current Liabilities	7,146.07
Total Liabilities	7,146.07
Equity	
Unrestricted Earnings	123,234.74
Net Income	47,670.91
Total Equity	170,905.65
TOTAL LIABILITIES & EQUITY	178,051.72

4:50 PM

09/15/21

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

July 2021

	Jul 21
Income	
FDEO-Regional Dev. Grant 20/21	6,385.77
Total Income	6,385.77
Gross Profit	6,385.77
Expense	
Bank Charges	17.91
Memberships	
Visit Florida	395.00
Total Memberships	395.00
Total Expense	412.91
Net Income	5,972.86

9:16 AM

08/17/21

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 07/30/2021

	<u>Jul 30, 21</u>
Beginning Balance	157,703.40
Cleared Transactions	
Checks and Payments - 5 items	<u>-7,201.91</u>
Total Cleared Transactions	<u>-7,201.91</u>
Cleared Balance	<u>150,501.49</u>
Uncleared Transactions	
Checks and Payments - 2 items	<u>-884.70</u>
Total Uncleared Transactions	<u>-884.70</u>
Register Balance as of 07/30/2021	<u>149,616.79</u>
New Transactions	
Checks and Payments - 1 item	<u>-1,350.00</u>
Total New Transactions	<u>-1,350.00</u>
Ending Balance	<u>148,266.79</u>

9:16 AM

08/17/21

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 07/30/2021

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						157,703.40
Cleared Transactions						
Checks and Payments - 5 items						
Bill Pmt -Check	07/01/2021	1560	South Shore Media	X	-1,350.00	-1,350.00
Bill Pmt -Check	07/01/2021	1561	VisitFlorida	X	-395.00	-1,745.00
Bill Pmt -Check	07/15/2021	1563	NCFRPC	X	-5,000.00	-6,745.00
Bill Pmt -Check	07/22/2021	1564	Auto-Owners Insura...	X	-439.00	-7,184.00
Check	07/26/2021		Capital City Bank	X	-17.91	-7,201.91
Total Checks and Payments					-7,201.91	-7,201.91
Total Cleared Transactions					-7,201.91	-7,201.91
Cleared Balance					-7,201.91	150,501.49
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	07/01/2021	1559	Setzer Charissa		-197.02	-197.02
Bill Pmt -Check	07/15/2021	1562	Gromoll, Ron		-687.68	-884.70
Total Checks and Payments					-884.70	-884.70
Total Uncleared Transactions					-884.70	-884.70
Register Balance as of 07/30/2021					-8,086.61	149,616.79
New Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	08/05/2021	1565	South Shore Media		-1,350.00	-1,350.00
Total Checks and Payments					-1,350.00	-1,350.00
Total New Transactions					-1,350.00	-1,350.00
Ending Balance					-9,436.61	148,266.79



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002515 FCC31545073121063859 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 7/30/21
Primary Account

Page 1
XXXXXXX2204

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 EE0: Disabled Veterans & Drug Free Workplace

CHECKING ACCOUNT

ANALYZED BUS CHECKING		Images	4
Account Number	XXXXXXX2204	Statement Dates	7/01/21 thru 8/01/21
Previous Balance	157,703.40	Days in this Statement Period	32
Deposits/Credits	.00	Avg Ledger Balance	155,608.16
5 Checks/Debits	7,201.91	Avg Collected Balance	155,608.16
Service Charges	.00		
Interest Paid	.00		
Ending Balance	150,501.49		

OTHER DEBITS

Date	Description	Amount
7/26	Account Analysis Charge	17.91-

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
7/27	1560	1,350.00	7/23	1563*	5,000.00
7/14	1561	395.00	7/30	1564	439.00

* Denotes missing check numbers

RECEIVED

AUG 09 2021

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

00002515-0004098-0001-0003-FCC31545073121063859-01-L



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

Date 7/30/21
Primary Account

Page 2
XXXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXXX2204 (Continued)

Date	Balance	Date	Balance	Date	Balance
7/01	157,703.40	7/23	152,308.40	7/27	150,940.49
7/14	157,308.40	7/26	152,290.49	7/30	150,501.49

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

00002515-0004099-0002-0003-FCC31545073121063859-01-L



Natural North Florida THE ORIGINAL FLORIDA TOURISM TRADE FORCE
2009 NW 67TH PLACE
GAINESVILLE, FLORIDA 32609-1903
352.398.3378

Capital City Bank 1560

7/12/2021

PAY TO THE ORDER OF South Shore Media \$1,350.00

One Thousand Three Hundred Fifty and 00/100

South Shore Media
831 Cherry Grove Road
Flanders, TN 37059-7025

MEMO: S.S.P.K.

⑆001560⑆ ⑆053100688⑆ 0224792204⑆

1560

07/27/2021

\$1,350.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRADE FORCE
2009 NW 67TH PLACE
GAINESVILLE, FLORIDA 32609-1903
352.398.3378

Capital City Bank 1561

7/12/2021

PAY TO THE ORDER OF Vail Florida \$395.00

Three Hundred Ninety Five and 00/100

Vail Florida
Accounting Department
2543 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

MEMO: S.S.P.K.

⑆001561⑆ ⑆053100688⑆ 0224792204⑆

1561

07/14/2021

\$395.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRADE FORCE
2009 NW 67TH PLACE
GAINESVILLE, FLORIDA 32609-1903
352.398.3378

Capital City Bank 1563

7/19/2021

PAY TO THE ORDER OF N. Central FL Regional Planning Council \$5,000.00

Five Thousand and 00/100

N. Central FL Regional Planning Council
2009 NW 67th Place
Gainesville, FL 32609-1903

MEMO: S.S.P.K.

⑆001563⑆ ⑆053100688⑆ 0224792204⑆

1563

07/23/2021

\$5,000.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM TRADE FORCE
2009 NW 67TH PLACE
GAINESVILLE, FLORIDA 32609-1903
352.398.3378

Capital City Bank 1564

7/23/2021

PAY TO THE ORDER OF Auto-Owners Insurance \$439.00

Four Hundred Thirty Nine and 00/100

Auto-Owners Insurance
P.O. Box 760512
Cincinnati OH 45274-0312

MEMO: S.S.P.K.

⑆001564⑆ ⑆053100688⑆ 0224792204⑆

1564

07/30/2021

\$439.00



Capital City Bank 8/10/2021 10:47 AM

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM

Visit Natural North Florida

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

63-68/631

1561

7/1/2021

PAY TO THE ORDER OF Visit Florida

\$ **395.00

Three Hundred Ninety-Five and 00/100***** DOLLARS.

Visit Florida
Accounting Department
2540 W. Executive Center Circle Ste 200
Tallahassee, FL 32301

MEMO

77446

SHIELD

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

⑈001561⑈ ⑆063100688⑆

0224792204⑈

1. THE FLORIDA TOURISM TASK FORCE (FTTF) IS A 501(C)(3) NON-PROFIT ORGANIZATION. IT WAS FORMED IN 1997 TO PROMOTE TOURISM IN THE STATE OF FLORIDA. THE FTTF IS A 501(C)(3) NON-PROFIT ORGANIZATION. IT WAS FORMED IN 1997 TO PROMOTE TOURISM IN THE STATE OF FLORIDA. THE FTTF IS A 501(C)(3) NON-PROFIT ORGANIZATION. IT WAS FORMED IN 1997 TO PROMOTE TOURISM IN THE STATE OF FLORIDA.

Amount: \$-395.00
Statement Description: Check
Check Number: 1561
Posted Date: 7/14/2021
Type: Debit
Status: Posted

ENDORSE HERE

Pay to the Order Of
WELLS FARGO BANK, N.A.
For Deposit Only
FLORIDA TOURISM TASK FORCE MKTG
CHECK HERE AFTER VISIT FLORIDA - PRIVATE ACCT
MOBILE OR REMOTE DEPOSIT VIA FLORIDA
DO NOT WRITE BEYOND THIS LINE
200003593964 THIS LINE
IS PROVIDED FOR FINANCIAL INSTITUTION USE

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM

Visit Natural North Florida

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

63-68/631

1563

7/15/2021

PAY TO THE ORDER OF **N. Central Fl. Regional Planning Council**

\$ **5,000.00

Five Thousand and 00/100 ***** DOLLARS

N. Central Fl. Regional Planning Council
2009 NW 67th Place
Gainesville, FL 32653-1603

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE TRO IMAGE DISAPPEARS WITH HEAT

001563 063100688 0224792204

Security Features:

Hologram
Heat Sensitive Ink:
True Water Mark
Visible Fibers
Microprint
Chemical Wash Detector Area
Intelligent Mail Barcode

Other Features:
• Hologram: monitor for seal lines to check shock.
• Heat Sensitive Ink: monitor for lines to check shock.
• True Water Mark: The words "100 and 100" are repeated.
• Visible Fibers: Paper is made with fibers to prevent counterfeiting.
• Microprint: The words "100 and 100" are repeated.
• Chemical Wash Detector Area: The words "100 and 100" are repeated.
• Intelligent Mail Barcode: The words "100 and 100" are repeated.

ENDORSE HERE

PAY TO THE ORDER OF
CAPITAL CITY BANK
FOR DEPOSIT ONLY
NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

CHECK # 1563
MOBILE OR REMOTE 063100688

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

232021 094001000988970 063100688

Amount: \$-5,000.00
Statement Description: Check
Check Number: 1563
Posted Date: 7/23/2021
Type: Debit
Status: Posted

Capital City Bank

8/10/2021 10:47 AM

Visit

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TASK FORCE

2009 N.W. 67TH PLACE

GAINESVILLE, FLORIDA 32653-1603

352.955.2200

Capital City Bank

1564

63-68/631

7/22/2021

PAY TO THE ORDER OF

Auto-Owners Insurance

\$ **439.00

Four Hundred Thirty-Nine and 00/100*****

DOLLARS

Auto-Owners Insurance

P.O. Box 740312

Cincinnati oh 45274-0312

MEMO

Shield

S. R. K.

TRUE WATERMARK APPEARS ONLY WHEN HELD UP TO LIGHT

HEAT SENSITIVE INK IMAGE DISAPPEARS WITH HEAT

⑈001564⑈

⑈063100688⑈

0224792204⑈

00072921001599 004 712164Deposit Only

0000000011031176 71668870 Credit to Account

00439.00 of within named payee without

002 Dyn Prejudice FifthThirdBankNA>042000314<

CHECK HERE AFTER
MOBILE OR RETAIL DEPOSIT

DATE

ENDORSE HERE

Amount: \$-439.00
Statement Description: Check
Check Number: 1564
Posted Date: 7/30/2021
Type: Debit
Status: Posted

-22-
1 of 1

8/10/2021, 10:47 AM

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

As of July 31, 2021

(These financial statements are unaudited)

	Budget	July 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	6,385.77	7,385.77	(38,514.23)
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	6,385.77	170,131.85	(105,968.15)
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 FL 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 July 31, 2021

(These financial statements are unaudited)

	Budget	July 2021	Year to Date	Over/(Under) Budget
Advertising				
Digital Advertising Campaign 2019-20	13,500.00	0.00	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	0.00	69,723.18	(14,276.82)
Total Marketing Expenses	188,400.00	0.00	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	0.00	3,750.00	(1,875.00)
NCFRPC - Admin Program Fees	23,750.00	0.00	6,250.00	(17,500.00)
Bank Charges	200.00	17.91	187.74	(12.26)
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	17.91	13,373.99	(25,326.01)
Memberships				
Visit Florida	400.00	395.00	395.00	(5.00)
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	395.00	1,130.00	(370.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	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	0.00	5,255.77	(17,644.23)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of July 31, 2021

(These financial statements are unaudited)

	Budget	July 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	<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>412.91</u>	<u>19,759.76</u>	<u>(67,940.24)</u>
Total Expenses	<u>276,100.00</u>	<u>412.91</u>	<u>118,897.94</u>	<u>(157,202.06)</u>
Net Income	<u>0.00</u>	<u>5,972.86</u>	<u>51,233.91</u>	<u>51,233.91</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><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$3,000
Gilchrist County	\$3,000
Hamilton County	\$2,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$6,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$58,000
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2019-20	\$45,900
Department of Economic Opportunity Rural Development Grant, FY 2020-21	\$45,900
VISIT FLORIDA FY 2020-21 Rural Area of Opportunity Grant - Cash	\$45,000
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><u>Expenditures</u></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
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$130,000
TOTAL RESERVE FUNDS	\$130,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

**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

Original Florida Tourism Task Force
Budget FY 2021-22 (10/1/21 to 9/30/22)

Proposed 9/23/2021

<i>Revenues</i>	Total
<i><u>Cooperative Regional Marketing Program Fees:</u></i>	
Alachua County	\$15,000
Bradford County	\$3,000
Columbia County	\$8,000
Dixie County	\$3,000
Gilchrist County	\$2,000
Hamilton County	\$1,000
Jefferson County	\$2,000
Lafayette County	\$1,000
Levy County	\$4,000
Madison County	\$3,000
Suwannee County	\$4,000
Taylor County	\$4,000
Union County	\$1,000
Wakulla County	\$3,000
Subtotal	\$54,000
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2020-21	\$40,600
Department of Economic Opportunity Rural Development Grant, FY 2021-22	\$23,300
VISIT FLORIDA FY 2021-22 Rural Area of Opportunity Grant - Cash	\$0
Subtotal - Cash	\$63,900
TOTAL REVENUES - CASH	\$117,900
VISIT FLORIDA FY 2021-22 Rural Area of Opportunity Grant - In-Kind	\$0
TOTAL REVENUES - CASH AND IN-KIND	\$117,900
<i><u>Expenditures</u></i>	
Adventure Elevate Networking Conference	\$0
Bank Charges	\$200
Governor's Conference on Tourism	\$1,725
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2021-22 (less in-kind)	\$42,400
(2) Memberships	\$1,500
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin/Internships	\$38,100
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	\$24,500
TOTAL EXPENDITURES - CASH	\$117,900
(1) Marketing Program for FY 2021-22 - In-Kind	\$0
TOTAL EXPENDITURES - CASH AND IN-KIND	\$117,900
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$160,000
TOTAL RESERVE FUNDS	\$130,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

Original Florida Tourism Task Force
Budget FY 2021-22 (10/1/21 to 9/30/22)
Proposed 9/23/2021

	Total
Collateral Material:	
2020-21 Revise and Print Ultimate Bicycle Guide	\$0
2020-21 Design and Print Collateral Material	\$0
Website:	
2020-21 Website Blogs - 12 Blogs	\$5,100
2020-21 Website Hosting & Maintenance	\$6,000
2020-21 New Topic-Centered Pages (3 Pages)	\$0
2021-22 Website Blogs - 9 Blogs	\$3,800
2021-22 Website Town Blogs - 3 Blogs	\$0
Trade Shows:	
Whistles and Other Promotional Items	\$0
Pop-up and/or Cloth Displays (In-kind)	\$0
VISIT FLORIDA Welcome Center Rack Space (In-kind)	\$0
VISIT FLORIDA - Atlanta Camping & RV Show	\$0
VISIT FLORIDA - New York Times Travel Show	\$0
VISIT FLORIDA - Chicago RV & Camping Show	\$0
VISIT FLORIDA - Toronto Outdoor Adventure Show	\$0
VISIT FLORIDA - Washington DC Travel & Adventure Show	\$0
DEO 2021-22 - Houston RV Show	\$0
DEO 2021-22 - Philadelphia Travel & Adventure Show	\$0
DEO 2021-22 - Atlanta Travel & Adventure Show	\$0
DEO 2021-22 - Bike Expo New York	\$0
DEO 2020-21 - Georgia RV & Camper Show	\$7,500
Adventure Travel Training - 4 Days (In-kind)	\$0
Consumer Public Relations/Influencer Trips (In-kind)	\$0
Advertising:	
2020-21 Brochure Distribution	\$0
2020-21 Digital Advertising Campaign	\$0
2020-21 Florida Vacation Planner Print Advertisement	\$0
2020-21 Digital Retargeting Campaign	\$0
2021-22 Digital Advertising Campaign	\$0
2021-22 Digital Facebook Advertising Campaign (In-kind)	\$0
2021-22 Florida Transportation Map Print Advertisement	\$9,000
2021-22 Florida Vacation Planner Co-op Print Advertisement	\$0
Quarterly eNewsletters	\$11,000
Total Marketing Expenditure	\$42,400
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2020-21	\$7,500
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2021-22	\$5,600
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2021-22	\$12,500
Bank Charges	\$200
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$2,000
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	\$0
Adventure Elevate Networking Conference (In-kind)	\$0
Internships	
Harvey Campbell Memorial Internship	\$6,250
Dean Fowler Internship	\$6,250
Retained Reserves	
Unrestricted Reserve Fund	\$24,500
Total Non-Marketing Expenditure	\$75,500
Total Expenditure	\$117,900

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	<p>Grantee must provide one (1) professional enhancement scholarship.</p> <p>Required documentation:</p> <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	<p>Grantee must maintain membership in one (1) professional organization.</p> <p>Required Documentation:</p> <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

TRAVEL BLOGS

THE BEST THINGS TO DO IN UNION COUNTY INCLUDE A LAKE ([HTTPS://WWW.NATURALNORTHFLORIDA.COM/BLOG/THE-BEST-THINGS-TO-DO-IN-UNION-COUNTY-FLORIDA/](https://www.naturalnorthflorida.com/blog/the-best-things-to-do-in-union-county-florida/))

Posted on September 11, 2021 (<https://www.naturalnorthflorida.com/blog/the-best-things-to-do-in-union-county-florida/>) by Jo Clark
(<https://www.naturalnorthflorida.com/blog/author/clark/>)



Enjoying beautiful Lake Butler on a Sunday afternoon

Natural North Florida (<https://www.naturalnorthflorida.com>)'s Union County may be Florida's smallest county, but it delivers big with a fantastic diversity of activities. It is a perfect day trip from Gainesville with a laid-back atmosphere, Rails-to-Trails walking trails, historic buildings, fishing, and a freshwater lake. But get there early—there's a lot to do!

Splish, Splash! Watery Fun on A Local Lake

For years I've watched people standing up on what looks like a wide surfboard and use long, easy strokes with a paddle to move across water. It looks easy enough, and I saw my chance to try out this activity on a calm, quiet lake! My new friend Sara Spires Owen offered tips and lots of encouragement. I was soon standing up and paddling. (Ok, I was pretty shaky—but I stayed upright *and dry!*)



Visiting writer, Jo Clark, enjoys her first paddleboard attempt

Lake Butler (the town) has the unique feature of an unmanned paddleboard rental rack at Lake Butler (the lake.) Thanks to the new technology of PADL (<https://www.padl.co/>), you just scan the code with your phone and follow the steps to rent a board. They make it easy to try out this sport! Visit their website for a discount on your first paddle on the lake!

TIP: Check the direction of the wind. I happily paddled out into the middle of the lake before realizing I would be paddling *against* the wind to return to shore!

Lake Butler also boasts a city park with a playground, a splash park, grills, picnic shelters, and docks. If you bring your own boat, you can take advantage of the slips available at Lakeside Park. The wide sidewalk surrounding the area is handicap-friendly.



Paddleboard Rental Stand



Splash Park at Lake Butler's Lakeside Park

Union County is dotted with lakes, like Dowling Lake. The free boat ramp and parking are tucked away on a long stretch of country road. Fishing in Florida does require a license, available at the Courthouse for \$17.50. The lake is not stocked, but you can hook a Large-Mouth Bass or a Brim.



Dowling Lake

The county is bordered by the Santa Fe River, offering even more water sports locales. Access is free at Worthington Springs (<https://worthingtonsprings.org/>). Try your skills in the river angling for a Suwannee Bass. Oh, my! My mouth is watering, and my tummy's growling!

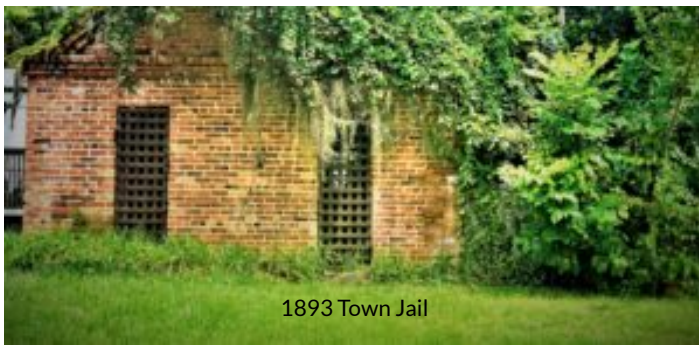


Santa Fe River forms the county line between Union and Alachua Counties

Walking Tours of Lake Butler

Walking the streets of Lake Butler, you'll see historic buildings. I'm partial to the 1891 James W. Townsend House, added to the National Register of Historic Places in 1996. Compare local structures to preserved photos. You may find that some things don't change. Well, except for the horse and buggy!





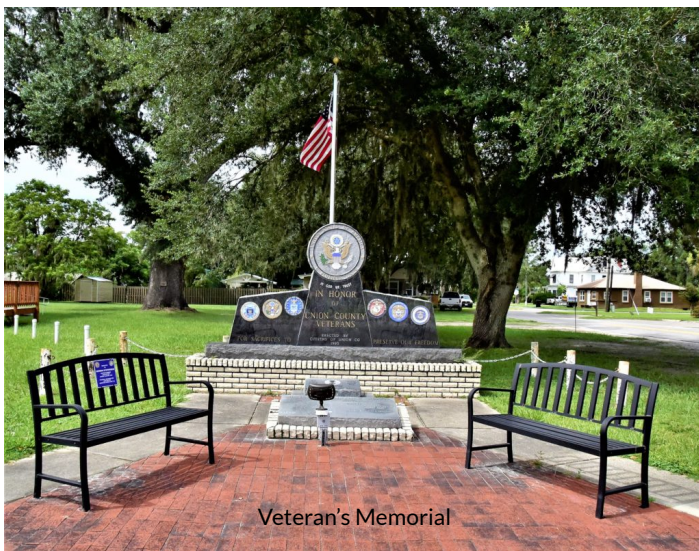
1893 Town Jail



Historical Society

Don't miss visiting the Union County Historical Society on Main Street, conveniently located near the trailhead. Even the building that houses the museum is historic—built about 1900, the Townsend-Green Building is one of Lake Butler's original buildings. Once upon a time, the first floor of the building was The City Drug Store. Lake Butler's history doesn't stop with the photographs and relics in the museum. The town has the distinction of being the county seat of three different counties! Back in 1893, when the first town jail was built, they didn't anticipate much crime!

When your feet give out, you can take a break at the Veteran's Memorial. Sit awhile and enjoy the view of stained glass in the New Beginnings Apostolic Church next door.



Veteran's Memorial



New Beginnings Apostolic Church

Enthusiastic walkers will enjoy the trail that starts in town, complete with a small playground, several historic buildings from a pioneer settlement, restrooms, and free parking.

Fun Fact: Lake Butler is the home of Jay North, the original Dennis the Menace! You might bump into him at the market!

Walk the Palatka-Lake Butler State Trail

The original Norfolk-Southern Railroad railbed and right-of-way provide a home for a multi-use path. You will see people walking, biking, rollerblading, and even horseback riding. The straight, flat, paved trail in Lake Butler is a part of the more than 30-mile-long system, spanning four counties (Bradford, Clay, Putnam, and Union.) A convenient parking area is located at the trailhead. Ultimately, this trail will connect with others forming the 101-mile Lake City-to-St. Augustine Rail Trail. All these trails are a part of the Rails-to-Trails Conservancy (<https://www.trailink.com/trailsearch/?mmloc=Lake+Butler%2c+FL>).

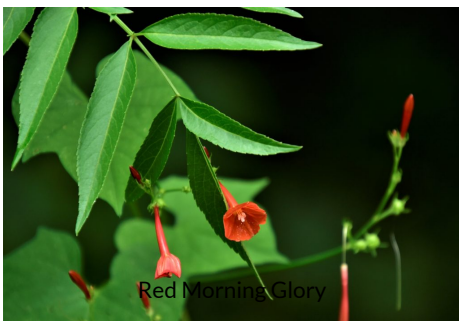


Relocated historic barn

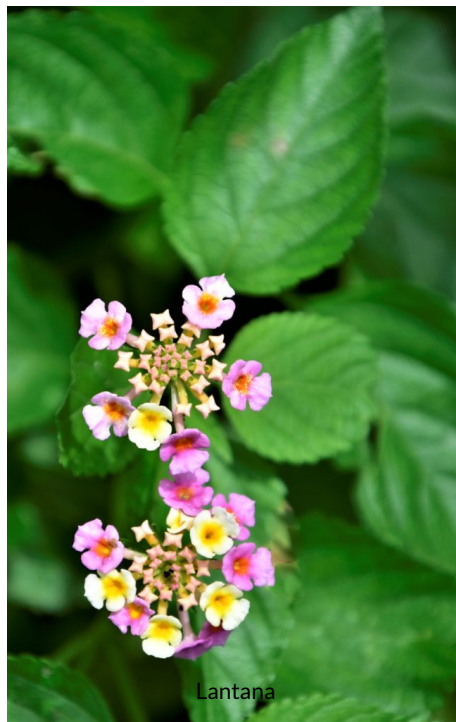
Exploring this picturesque trail offers visitors a chance to spot black bears, deer, bobcats, and turkeys, as well as the less-popular snakes and even alligators. Even a short walk along the trail allows a view of historic buildings, photogenic barns, and wildflowers along the creek.



Barn viewed from the Palatka-Lake Butler Trail



Red Morning Glory



Lantana



Creek Side Fern

Travelers who make the roughly 30-mile trek to Keystone Heights can connect to a spur trail. This allows them to travel seven more miles to Gold Head Branch State Park, which offers many amenities and recreational opportunities, including camping and an equestrian trail. A review on Trip Advisor commented, “Beautiful Trail, Hidden in Plain View.” They couldn’t have described it better!

The Dark Side

True Crime buffs will want to cruise by the Florida State Prison, home of the state’s only Death Row. Ted Bundy, Danny Rolling, called “The Gainesville Ripper,” and other notorious criminals’ last days were spent here. Giuseppe Zangara, whose attempted assassin of President Franklin D. Roosevelt resulted in the injury of four others and the death of Chicago Mayor Anton Cermak. Cruise by slowly, but don’t stop and get out of your car for a closer look—it is a heavily guarded, maximum-security prison, after all!

Public hangings were abolished in 1923. That year the Florida Legislature ordered the state’s prison systems to begin using electrocution for executions. A year later, Florida executed its first inmate in the electric chair. Nicknamed Old Sparky, the three-legged oak chair built by inmates, was still in use in 1998.

Donn Pearce, a safecracker, had an “inside view” of chain gangs and Florida prison history. Pearce admitted to having been a poor safecracker, and he was arrested for burglary in 1949 at age 21. Convicted and sentenced to hard time, “back when hard time meant hard time,” he served his sentence at Raiford. Raiford is the nearest town, so the prison is often referred to by that name.

Pearce turned that experience into a novel, *Cool Hand Luke* (yes—the movie that starred Paul Newman.) In the book, he recounts the story of a fellow inmate—the “legendary” Cool Hand Luke.

Interestingly, the prison was forced to generate its own power for executions when the local power company refused to provide power to carry out the death sentence. Since 2000, lethal injections have been used. Currently, there are 16 convicts on “Death Row.”

Eating Spots in Union County

The Community Table is located in the back of Spires IGA Market (<https://spiresmarket.com/shop/home>). Feeding folks in the area since 1890, you still place your order at the counter and claim a seat at the table with locals. The market is famous for its fried chicken, so the meat-and-two makes a great meal. The BBQ is cooked in-house.

Tip: Arrive early to avoid the lunchtime lines.

Laredo Mexican Restaurant is open for lunch and dinner daily, but it is closed on Sunday. On weekdays from 11-2, they have lunch specials.

The newest foodie haven is Gigi’s Cuban Café. Open weekdays 8-5, I hear they serve a mean espresso and Cuban sandwich. Sadly, they are closed on weekends, so I left hungry!



Spires Market’s Community Table

Festival Fun in the Florida Sun

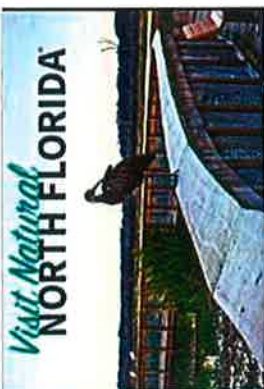
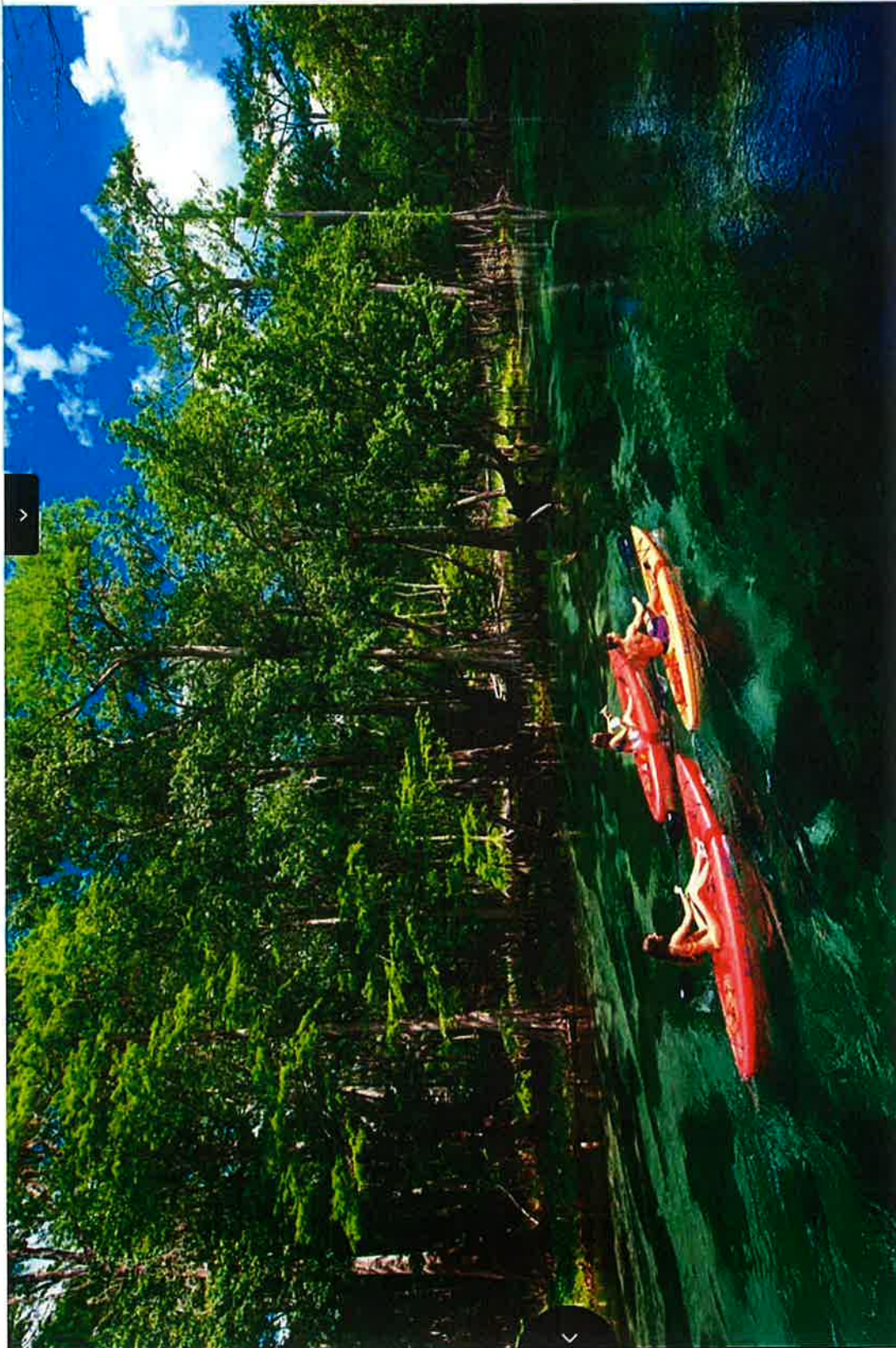
Union County will be celebrating its 100th anniversary on October 3, 2021. There will be special events throughout the week and fireworks on (or close to) that date. To find more information and specific dates, check the county's website (<https://unioncounty-fl.gov/>) or the town's page (<https://www.cityoflakebutler.com/>).

There is the annual Lake Butler Christmas Parade to look forward to on December 18. And if you feel the need for speed, you can enjoy a nationally sanctioned drag boat race on Lake Butler in the spring of 2022!

I'm already plotting a visit for July 4th! I can't wait to see their big fireworks display over Lake Butler. Have camera—will travel! See you at the lake!

Florida Department of Economic Opportunity
Fiscal Year 2021-22 Regional Rural Development Grant
(January 20, 2022 - January 19, 2023)
Proposed Deliverables and Cost Estimates
September 23, 2021

Cost Estimates	Deliverable
9/23/2021	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$7,500.00	Domestic Travel Shows (1 show)
\$9,000.00	Print Advertising (Florida Transportation Map)
\$0.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$6,900.00	Scholarships (4 Scholarships)
\$0.00	VisaVues
\$1,500.00	Professional Organization Memberships
\$6,500.00	Quarterly eNewsletters
\$7,500.00	Administration
\$50,000.00	Total



Visit
Natural
NORTH
FLORIDA

-ALACHUA COUNTY
www.visitgainesville.com/
-BRADFORD COUNTY
www.bradfordcountyfl.gov
-DIXIE COUNTY
www.visitdixie.org/
-GILCHRIST COUNTY
www.visitgilchristcounty.com

-JEFFERSON COUNTY
www.visitjeffersoncountyflorida.com
-LAFAYETTE COUNTY
www.townofmayo.org
-LEVY COUNTY
www.visitnaturecoast.com
-MADISON COUNTY
www.visitmadisonfl.com

-SUWANNEE COUNTY
www.visitsuwannee.com
-TAYLOR COUNTY
www.taylorflorida.com
-UNION COUNTY
www.unioncounty-fl.gov
-WAKULLA COUNTY
www.visitwakulla.com

Nature
is our
THEME PARK

BYLAWS of the
THE ORIGINAL FLORIDA TOURISM TASK FORCE

As Amended August 17, 2017
As Amended May 20, 2021
Proposed Amendment September 23, 2021

ARTICLE I: NAME AND PURPOSE

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

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

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

ARTICLE II: MEMBERSHIP, REPRESENTATION, AND VOTING

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

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

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

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

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

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

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

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

Section 5: Member counties that are unable to pay their annual assessments due to extenuating circumstances may request a waiver of payment of their annual assessment from the Task Force through a formal appeals process.

(a) At least 90 days before the beginning of the fiscal year, any member county may submit in writing a request to the Task Force for a waiver of payment of its annual assessment. Such request must demonstrate extenuating circumstances that result in the member county being unable to pay its annual assessment. The member county shall be afforded the opportunity to make a presentation to the Task Force at its next regularly scheduled meeting concerning the extenuating circumstances that result in the member county being unable to pay its annual assessment. The Task Force shall vote on the request by the member county to waive payment of its annual assessment immediately following the presentation.

ARTICLE III: OFFICERS AND THEIR DUTIES

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

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

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

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

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

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

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

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

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

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

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

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

Tourism Task Force. Implementation of the plan is done by this committee. The committee is broken into a few sub committees:

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

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

ARTICLE IV: MEETINGS

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

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

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

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

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

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

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

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

ARTICLE V: FINANCES AND STAFF

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

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

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

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

ARTICLE VI: REMOVAL FROM OFFICE

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

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

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

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

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

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

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

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ARTICLE VII: AMENDMENTS

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

The Original Florida Tourism Task Force MEMBERS as of 9/23/2021

ALACHUA COUNTY

(\$15,000 - 3 votes)

Vacant

Brian Avery

Lecturer

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BRADFORD COUNTY

(\$3,000 - 2 votes)

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The Honorable Daniel Riddick

Bradford County

Board of County Commissioners

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(\$8,000 3 votes)

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DIXIE COUNTY

(\$2,000 - 2 votes)

The Honorable Ryan Fulford

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GILCHRIST COUNTY

(\$2,000 - 2 votes)

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HAMILTON COUNTY

(\$2,000 - 2 votes)

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

(\$2,000 - 2 votes)

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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

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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

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TAYLOR COUNTY

(\$4,000 - 2 votes)

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UNION COUNTY

(\$1,000 - 1 vote)

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WAKULLA COUNTY

(\$3,000 - 2 votes)

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

as of 9/23/2021

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

Staff Assistant

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Jo Clark - Blogger

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(c) 843.446.4441

jo@southernexposure.us

r:\original florida\members & volunteers\of volunteers list 9-23-2021.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>Cancelled</u>
July 15:	<u>Gilchrist County</u>
August 19:	<u>Levy County</u>
September 23:	<u>Dixie County</u>
October 21:	<u>Lafayette</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	

