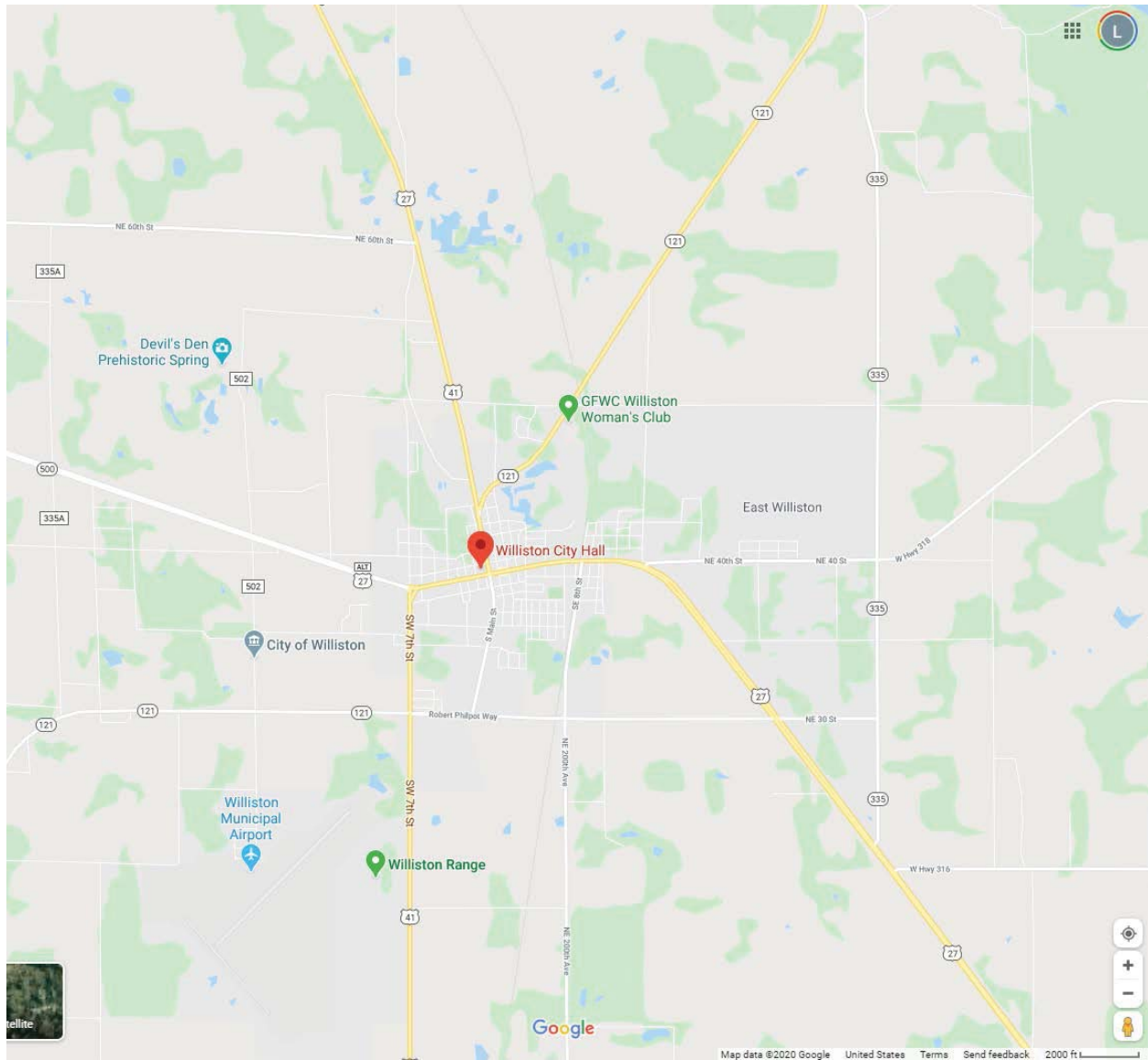




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **October 20, 2022**. The meeting will be held at **City of Williston City Hall, 50 NW Main Street, Williston, Florida**, beginning at **10:00 a.m.**



City of Williston City Hall
50 NW Main Street
Williston, FL 32696

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

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

**October 20, 2022
Thursday, 10:00 a.m.**

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of September 15, 2022 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval - August 31, 2022	9
B. Fiscal Year 2021-22 Regional Rural Development Grant	33
1. Website	
2. e-newsletter	
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
Meridian Pursuit Presentation	41
7. Brochure Distribution	
8. Scholarships	
9. Professional Organization Memberships	
C. VISIT FLORIDA	
1. Monthly Report	
D. Staff Items	
1. Task Force Retreat	
E. Other Old Business	
1. Update Task Force Member Contact Information	51
2. 2022 Meeting Dates and Locations	55
F. Announcements	

V. NEW BUSINESS

VI. Leadership Forum - TBD

VII. Adjournment

Date and Location of Next Meeting:

The next regular Task Force meeting will held in conjunction with the Task Force Retreat being held on November 17 -18, 2022 in Suwannee County at the Spirit of the Suwannee Music Park.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Off The Beet (Old Quilt Shop)
517 North Main Street
Trenton, Florida

September 15, 2022
Thursday, 10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Will Sexton, Bradford County, Vice-Chair
Ryan Fulford, Dixie County
Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Tisha Whitehurst, Levy County
Jennifer Poore, Madison County
Charissa Setzer, Suwannee County
Teena Peavey, Suwannee County, Treasurer
Dawn Perez, Taylor County
Dale Walker, Union County

OTHERS PRESENT

Natalie Anderson, University of Florida
Institute of Food and Agricultural Sciences
Jeffrey Cary, Dixie County
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Kay McCallister, Dixie County
Hailey Milligan, University of Florida Student
Tourism, Events and Recreation Management
Jesse Sampley, Dixie County
Natalie Sturmer, University of Florida
Institute of Food and Agricultural Sciences

CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:05 a.m.

II. GUEST SPEAKER - Leslie Sturmer, University of Florida, Institute of Food and Agricultural Sciences

Leslie Sturmer, University of Florida, Institute of Food and Agricultural Sciences, made a presentation concerning the Big Bend Shellfish Trail Map.

III. APPROVAL OF THE AGENDA

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

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

MEMBERS ABSENT

Brian Avery, Alachua County
Elizabeth Reyes, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Carol McQueen, Levy County
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

STAFF PRESENT

Lauren Yeatter

IV. APPROVAL OF THE AUGUST 18, 2022 MINUTES

Chair Colton asked for approval of the August 18, 2022 meeting minutes.

ACTION: Ron Gromoll moved and Teena Peavey seconded to approve the August 18, 2022 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

- a. Monthly Financial Report Review and Approval -
July 31, 2022

ACTION: Dale Walker moved and Tisha Whitehurst seconded to accept the July 31, 2022 monthly financial report as presented. The motion passed unanimously.

- b. Adoption of Fiscal Year 2022-23 Budget

ACTION: Tisha Whitehurst moved and Dale Walker seconded to adopt the Fiscal Year 2022-23 Budget as presented. The motion passed unanimously.

B. Fiscal Year 2021-22 Regional Rural Development Grant

- 1. Website
- 2. e-newsletter
- 3. Website Blogs
 - Advance Travel Presentation
- 4. Marketing Materials
- 5. Domestic Travel Shows

ACTION: Dawn Perez moved and Katrina Richardson seconded to approve to have the Task Force pay the registration fees and travel expenses for two Task Force representatives to attend the Atlanta Travel and Adventure Show, Washington DC Travel and Adventure Show and the Georgia RV Show. The motion passed unanimously.

- 6. Advertising Campaign
- 7. Brochure Distribution
- 8. Scholarships
- 9. Professional Organization Memberships

C. Fiscal Year 2022-23 Regional Rural Development Grant

- 1. Application, Budget, and Deliverables for Fiscal Year 2022-23

ACTION: Tisha Whitehurst moved and Ron Gromoll seconded to submit the application, budget and deliverables for the Fiscal Year 2022-23 Regional Rural Development Grant to the Florida Department of Economic Opportunity. The motion passed unanimously.

D. VISIT FLORIDA -

1. Monthly Report
2. VISIT FLORIDA Domestic Press Trip

E. Staff Items

1. Task Force Retreat

F. Other Old Business

1. Updated Task Force Member Contact Information
2. 2022 Meeting Dates and Locations

G. Announcements - None

V. NEW BUSINESS - None

VI. LEADERSHIP FORUM - None

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., October 20, 2022 to be held in Levy County at a location to be determined.

The meeting adjourned at 1:09 p.m.

Craig Colton, Chair

10/20/22
Date

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

4:25 PM

10/10/22

Accrual Basis

The Original Florida Tourism Task Force

Balance Sheet

As of August 31, 2022

	Aug 31, 22
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	175,120.16
Total Checking/Savings	175,120.16
Accounts Receivable	
Accounts Receivable	4,449.77
Total Accounts Receivable	4,449.77
Other Current Assets	
Prepaid Expense	447.06
Prepaid Registration Fees	1,999.00
Total Other Current Assets	2,446.06
Total Current Assets	182,015.99
TOTAL ASSETS	182,015.99
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,120.06
Total Accounts Payable	1,120.06
Total Current Liabilities	1,120.06
Total Liabilities	1,120.06
Equity	
Unrestricted Earnings	156,108.50
Net Income	24,787.43
Total Equity	180,895.93
TOTAL LIABILITIES & EQUITY	182,015.99

The Original Florida Tourism Task Force

Profit & Loss

October 2021 through August 2022

	Oct '21 - Aug 22
Income	
Co-op Reg. Market. Prog. Fee	54,000.00
FDEO-Regional Dev. Grant 20/21	33,907.31
FDEO-Regional Dev. Grant 21/22	4,449.77
Total Income	92,357.08
Gross Profit	92,357.08
Expense	
Legal Expenses	61.25
Marketing	
Collateral Materials	
e-newsletter	315.96
Total Collateral Materials	315.96
Public Relations	
Advertising	
Florida Travel & Lifestyles	2,700.00
Official Visitors Guide	8,303.25
Transportation Map	9,000.00
Total Advertising	20,003.25
Total Public Relations	20,003.25
Trade Shows	
Atlanta Travel & Adventure Show	6,181.34
FL Huddle 2022	1,260.41
Total Trade Shows	7,441.75
Website	
Bloggers Fees	4,250.00
Web Hosting Services	6,000.00
Total Website	10,250.00
Total Marketing	38,010.96
Memberships	
Florida Outdoor Writers Assoc	175.00
Southeast Tourism Society	325.00
Visit Florida	750.00
Memberships - Other	250.00
Total Memberships	1,500.00
Miscellaneous	789.00
NCFRPC Contractual Services	24,954.50
Postage	118.92
Professional Enhancements	
Marketing College	2,135.02
Total Professional Enhancements	2,135.02
Total Expense	67,569.65
Net Income	24,787.43

4:25 PM

10/10/22

Accrual Basis

The Original Florida Tourism Task Force
Profit & Loss
August 2022

	Aug 22
Expense	
Miscellaneous	439.00
Total Expense	439.00
Net Income	-439.00

10:30 AM

09/12/22

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 08/31/2022

	Aug 31, 22
Beginning Balance	127,934.12
Cleared Transactions	
Checks and Payments - 3 items	-2,349.00
Deposits and Credits - 1 item	50,000.00
Total Cleared Transactions	47,651.00
Cleared Balance	175,585.12
Uncleared Transactions	
Checks and Payments - 2 items	-464.96
Total Uncleared Transactions	-464.96
Register Balance as of 08/31/2022	175,120.16
New Transactions	
Checks and Payments - 1 item	-1,092.60
Total New Transactions	-1,092.60
Ending Balance	174,027.56

10:30 AM

09/12/22

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 08/31/2022

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						127,934.12
Cleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	07/28/2022	1594	South Shore Media	X	-1,350.00	-1,350.00
Bill Pmt -Check	07/28/2022	1592	Koons, Scott	X	-600.00	-1,950.00
Bill Pmt -Check	07/28/2022	1595	VisitFlorida	X	-399.00	-2,349.00
Total Checks and Payments					-2,349.00	-2,349.00
Deposits and Credits - 1 item						
Deposit	08/29/2022			X	50,000.00	50,000.00
Total Deposits and Credits					50,000.00	50,000.00
Total Cleared Transactions					47,651.00	47,651.00
Cleared Balance					47,651.00	175,585.12
Uncleared Transactions						
Checks and Payments - 2 items						
Bill Pmt -Check	08/11/2022	1596	Colton, Craig		-235.02	-235.02
Bill Pmt -Check	08/11/2022	1597	Perdue, Danielle		-229.94	-464.96
Total Checks and Payments					-464.96	-464.96
Total Uncleared Transactions					-464.96	-464.96
Register Balance as of 08/31/2022					47,186.04	175,120.16
New Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	09/08/2022	1598	Yeatter, Lauren		-1,092.60	-1,092.60
Total Checks and Payments					-1,092.60	-1,092.60
Total New Transactions					-1,092.60	-1,092.60
Ending Balance					46,093.44	174,027.56



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT



00002345 FCC31545090122102118 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 8/31/22
Primary Account

Page 1
XXXXXXXX2204

zelle lets you skip the ATM. Send money directly to enrolled family and friends from your online banking or CCBMobile App. Enroll today and find out more at ccbg.com/zelle. Terms and conditions apply.

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS	Images	4
Account Number XXXXXXX2204	Statement Dates	8/01/22 thru 8/31/22
Previous Balance 127,934.12	Days in this Statement Period	31
1 Deposits/Credits 50,000.00	Avg Ledger Balance	131,218.63
3 Checks/Debits 2,349.00	Avg Collected Balance	129,605.73
Service Charges .00		
Interest Paid .00		
Ending Balance 175,585.12		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
8/29	Deposit	50,000.00

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
8/01	1592	600.00	8/12	1595	399.00
8/16	1594*	1,350.00			

* Denotes missing check numbers

RECEIVED

SEP 06 2022

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 8/31/22
Primary Account

Page 2
XXXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXXX2204 (Continued)

		DAILY BALANCE INFORMATION	
Date	Balance	Date	Balance
8/01	127,334.12	8/16	125,585.12
8/12	126,935.12	8/29	175,585.12

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

00002345-0003822-0002-0003-FCC31545090122102118-01-L



1591

THE ORIGINAL FLORIDA TOURISM TAX FORM
SOUTH SHORE MEDIA
301 CHERRY GROVE ROAD
FRANKLIN, TN 37069-1023

Capital City Bank

7/28/2022

South Shore Media

50,000.00

08/29/2022

\$50,000.00

1592

THE ORIGINAL FLORIDA TOURISM TAX FORM
SCOTT R. KOONS
5210 NW 80th Terrace
Gainesville, FL 32606-4309

Capital City Bank

7/28/2022

Scott R. Koons

\$600.00

08/01/2022

\$600.00

1594

THE ORIGINAL FLORIDA TOURISM TAX FORM
SOUTH SHORE MEDIA
301 CHERRY GROVE ROAD
FRANKLIN, TN 37069-1023

Capital City Bank

7/28/2022

South Shore Media

\$1,350.00

08/16/2022

\$1,350.00

1595

THE ORIGINAL FLORIDA TOURISM TAX FORM
VIST FLORIDA
ACCOUNTING DEPARTMENT
3540 W. EXECUTIVE CENTER CIRCLE 3RD FLOOR
TALLAHASSEE, FL 32301

Capital City Bank

7/28/2022

Vist Florida

\$399.00

08/12/2022

\$399.00

Capital City Bank 8/10/2022 12:55 PM

DOCUMENT INCLUDES WHOLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A COIL HOLOGRAM

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 1592

63-68/631 7/28/2022

PAY TO THE ORDER OF **Scott R. Koons** \$**600.00

Six Hundred and 00/100 ***** DOLLARS

Scott R. Koons
5210 NW 50th Terrace
Gainesville, FL 32606-4309

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001592 00631006881 0224792204

ENDORSE HERE

5-572.14

15005092287

CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
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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 Chemical Wash Detection Area
- Micropointing
- High Resolution Warning Band
- Toner Adhesion Properties
- Anti-Copy Technology
- Latent Black Pattern

• Multi-dimensional foil seal fused to check stock
• Cannot be photocopied
• Hot red image with fingers or breathing on it
• The image will fade and disappear
• Hot check to a light source to view
• Cannot be photocopied
• Visible fibers embedded in the paper
• Fibers in paper visible under ultraviolet light
• Stains or spots may appear if chemical alteration attempts are made
• MP Small Type in check border appears as dotted line when copied
• Text alerts harder to security features. Fine lines in border and corners are difficult to replicate or copy.
• Chemistry in paper bonds toxic agent to paper fibers with heat. Damage is visible with attention attributes.
• Document made with fibers to prevent copying.
• Document made with fibers to prevent copying.
• Document made with fibers to prevent copying.

HC-5

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: \$-600.00
Statement Description: Check
Check Number: 1592
Posted Date: 8/1/2022
Type: Debit
Status: Posted

Capital City Bank 8/29/2022 12:47 PM

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

63-68/631

1594

7/28/2022

PAY TO THE ORDER OF South Shore Media

\$**1,350.00

One Thousand Three Hundred Fifty and 00/100 DOLLARS

South Shore Media
931 Cherry Grove Road
Franklin, TN 37069-7023

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001594 063100688 0224792204

Security Features:

Hologram

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True Watermark

Visible Fibers

Chemically Sensitive Paper and Chemical Wash Detection Area

Microprinting

High Resonance Warning Band

Toner Adhesion Properties

Anti-Cut Technology

Latent Ink Ball Pattern

Security Features:

Hologram

Heat Sensitive Ink

True Watermark

Visible Fibers

Chemically Sensitive Paper and Chemical Wash Detection Area

Microprinting

High Resonance Warning Band

Toner Adhesion Properties

Anti-Cut Technology

Latent Ink Ball Pattern

Seq: 147
Batch: 925017
Date: 08/15/22

ENDORSE HERE

☐ CHECK HERE AFTER
MOBILE OR REMOTE PAY TO THE ORDER OF
DO NOT WRITE ON THE BACK OF THE CHECK
RESERVED FOR DEPOSIT ONLY
FLORIDA TRAVEL VACATIONS CORP
DBA SOUTH SHORE MEDIA
4401755557

Amount: \$-1,350.00
Statement Description: Check
Check Number: 1594
Posted Date: 8/16/2022
Type: Debit
Status: Posted

Capital City Bank 8/29/2022 12:47 PM

DOCUMENT INCLUDES VISIBLE FIBER, 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

83-68/631

1595

7/28/2022

PAY TO THE ORDER OF **Visit Florida**

\$399.00**

Three Hundred Ninety-Nine and 00/100 ***** DOLLARS

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

MEMO **84006**

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001595 063100688 0224792204

Security Features

Check Serial Number

Check Off Remittance Deposit

Pay to the Order of **WELLS FARGO BANK, N.A.**
For Deposit Only
FLORIDA TOURISM INDUSTRY MKTG
VISIT FLORIDA - PRIVATE ACCT
DBA VISIT FLORIDA
2000035933644

Amount **\$399.00**

Statement Description **Check**

Check Number **1595**

Posted Date **8/12/2022**

Type **Debit**

Status **Posted**

Scott R. Koons

SK II

INVOICE

5210 N.W. 50th Terrace
Gainesville, FL 32606
Ph: 352.377.5789

DATE: June 10, 2022
INVOICE # 44
FOR: U.S. Patent Trademark

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

83011

DESCRIPTION	AMOUNT
Nature Is Our Theme Park Trademark Registration Fee	\$ 350.00
<div>RECEIVED</div> <div>JUL 26 2022</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div> <div>Approved for Payment</div> <div>SK</div>	
TOTAL	\$ 350.00

THANK YOU!

Scott R. Koons

SKT

INVOICE

5210 N.W. 50th Terrace
Gainesville, FL 32606
Ph: 352.377.5789

DATE: July 1, 2022
INVOICE # 45
FOR: Ride With GPS
Membership 22-23

Bill To:
The Original Florida Tourism Task Force

2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200

8208

DESCRIPTION	AMOUNT
Ride With GPS Club Membership 7/1/22- 6/30/23	\$ 250.00
<div>RECEIVED</div> <div>JUL 26 2022</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div> <div>Approved for Payment</div> <div>SKL</div>	
TOTAL	\$ 250.00

THANK YOU!

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

As of August 31, 2022

(These financial statements are unaudited)

	Budget	August 2022	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	54,000.00	0.00	54,000.00	0.00
DEO Rural Development Grant 20/21	40,600.00	0.00	33,907.31	(6,692.69)
DEO Rural Development Grant 21/22	23,300.00	0.00	4,449.77	(18,850.23)
VisitFlorida Rural Area Opportunity Grant 21/22	0.00	0.00	0.00	0.00
VisitFlorida Rural Area Opportunity 21/22 In-Kind	0.00	0.00	0.00	0.00
Total Income	117,900.00	0.00	92,357.08	(25,542.92)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	0.00	0.00
Total Planning	0.00	0.00	0.00	0.00
Collateral Materials				
Print Ultimate Bicycle Guide	0.00	0.00	0.00	0.00
Print Exhilarating Natural North Fl Brochure	0.00	0.00	0.00	0.00
Total Collateral Materials	0.00	0.00	0.00	0.00
Website				
Website Blogs	8,900.00	0.00	4,250.00	(4,650.00)
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
Total Website	14,900.00	0.00	10,250.00	(4,650.00)
Trade Shows				
Whistles & Other Promotional Items	0.00	0.00	0.00	0.00
Popup and/or Cloth Displays - VF In-Kind	0.00	0.00	0.00	0.00
Welcome Center Rack Space - VF In-Kind	0.00	0.00	0.00	0.00
Adventure Travel Training 4 Day-VF In-Kind	0.00	0.00	0.00	0.00
Consumer Influencer-VF In-Kind	0.00	0.00	0.00	0.00
VF Atlanta Camping & RV Show	0.00	0.00	0.00	0.00
VF New York Times Travel Show	0.00	0.00	0.00	0.00
VF Chicago RV & Camping Show	0.00	0.00	0.00	0.00
VF Toronto Outdoor Adventure Show	0.00	0.00	0.00	0.00
VF Washington DC Travel & Adventure Show	0.00	0.00	0.00	0.00
VF Florida Huddle 2022	0.00	0.00	1,260.41	1,260.41
DEO Georgia RV & Camper Show	7,500.00	0.00	0.00	(7,500.00)
DEO Atlanta Travel & Adventure Show	0.00	0.00	5,081.34	5,081.34
Total Trade Shows	7,500.00	0.00	6,341.75	(1,158.25)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of August 31, 2022

(These financial statements are unaudited)

	Budget	August 2022	Year to Date	Over/(Under) Budget
Advertising				
Digital Advertising Campaign 2021-22	0.00	0.00	0.00	0.00
FI Vacation Planner Print Ad 2021-22	0.00	0.00	8,303.25	8,303.25
Digital Retargeting Campaign 2021-22	0.00	0.00	0.00	0.00
Facebook Ad Campaign 2021-22 - In-Kind	0.00	0.00	0.00	0.00
FI Trans Map Print Advertisement 2021-22	9,000.00	0.00	9,000.00	0.00
Quarterly eNewsletters	11,000.00	0.00	5,315.96	(5,684.04)
Go! Adventure Planning Guide Virtual	0.00	0.00	0.00	0.00
Florida Travel & Lifestyles	0.00	0.00	2,700.00	2,700.00
Total Advertising	20,000.00	0.00	25,319.21	5,319.21
Total Marketing Expenses	42,400.00	0.00	41,910.96	(489.04)
Administration				
NCFRPC - Admin VF & DEO 2020-21	7,500.00	0.00	1,875.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2021-22	5,600.00	0.00	3,750.00	(1,850.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	9,375.00	(3,125.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	439.00	789.00	(1,211.00)
Postage	300.00	0.00	118.92	(181.08)
VF/DEO Travel Show Service Program Fee	1,100.00	0.00	1,100.00	0.00
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	30,100.00	439.00	17,069.17	(13,030.83)
Memberships				
Visit Florida	400.00	0.00	750.00	350.00
Southeast Tourism Society	600.00	0.00	325.00	(275.00)
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Ride with GPS	300.00	0.00	250.00	(50.00)
Total Memberships	1,500.00	0.00	1,500.00	0.00
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	2,135.02	(3,039.98)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Adventure Elevate Networking Conference	0.00	0.00	0.00	0.00
Adventure Elevate Networking Conference In-Kind	0.00	0.00	0.00	0.00
Total Professional Enhancement	6,900.00	0.00	2,135.02	(4,764.98)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of August 31, 2022

(These financial statements are unaudited)

	Budget	August 2022	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	2,477.25	(3,772.75)
Dean Fowler Internship	6,250.00	0.00	2,477.25	(3,772.75)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>4,954.50</u>	<u>(7,545.50)</u>
 Retained Reserves				
Retained Reserves	24,500.00	0.00	0.00	(24,500.00)
Total Retained Reserves	<u>24,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>(24,500.00)</u>
Total NonMarketing Expenses				
	<u>75,500.00</u>	<u>439.00</u>	<u>25,658.69</u>	<u>(49,841.31)</u>
Total Expenses				
	<u>117,900.00</u>	<u>439.00</u>	<u>67,569.65</u>	<u>(50,330.35)</u>
Net Income	<u>0.00</u>	<u>(439.00)</u>	<u>24,787.43</u>	<u>24,787.43</u>

ATTACHMENT 1 SCOPE OF WORK

1. PROJECT DESCRIPTION: Section 288.018(1), Florida Statutes (“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 (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, F.S. 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 Grantee’s goal is to enhance the economy, image, and quality of life through expanded tourism in the counties under its jurisdiction. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research, and professional enhancement training for the following counties that are designated as a Rural Area of Opportunity under Section 288.0656(2)(d), F.S.: Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Taylor, Union, and Wakulla (“RAOs”).

2. GRANTEE RESPONSIBILITIES: Grantee shall perform the tasks as defined in the Agreement and this Scope of Work prior to the end of the Agreement period:

2.1 Website Maintenance and Operation:

Continue to maintain, host, and operate its website, www.naturalnorthflorida.com. The website will keep potential visitors informed 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. Newsletters must include tourist-oriented attractions, facilities, and events within the RAOs. Grantee may request reimbursement for a maximum of four (4) electronic distributions. Grantee must include DEO Agreement Manager on electronic newsletter distribution list.

2.3 Website Blogs:

Post blogs on its website, www.naturalnorthflorida.com. Blogs must be informative to visitors of tourist-oriented attractions and facilities within the RAOs.

2.4 Exhibit at Domestic Travel Shows:

The task force must exhibit at a minimum of one (1) domestic travel show. At the shows, the Task Force must 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 must staff travel show booths.

2.5 Advertising:

The Task Force must engage in advertising campaigns consisting of online digital and/or print media advertising. At a minimum, the Task Force must place one (1) digital or one (1) print advertisement.

2.6 Literature Distribution:

Distribute a minimum of two thousand (2,000) pieces of literature at VISIT FLORIDA welcome centers or other locations during the term of this agreement. Grantee may request reimbursement for this task, up to 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 related to economic and tourism development. Grantee may request reimbursement for in-person, on-line, or virtual training sessions.

2.8 Memberships in Professional Organizations:

Maintain current memberships or join professional organizations related to economic and tourism development.

- 2.9 Project Match:** Pursuant to section 288.018(1)(d), F.S., Grantee shall provide a minimum of **Twelve Thousand Five Hundred Dollars and Zero Cents (\$12,500.00)** in **non-state resources** as match for the Project, by the end of the Agreement Period. Grantee shall provide a letter and supporting documentation to DEO's Agreement Manager which demonstrates that the Grantee met its match requirements, including, but not necessarily limited to: the source of the contribution; the amount of each contribution, and a summary of all match contributions. DEO reserves the right to request any additional documentation DEO deems necessary to support the Grantee's claim that it has met the match requirements. **DEO shall retain five percent (5%) of the total grant award as a financial consequence if Grantee fails to provide proof of match funds.**

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 inquiries 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
Grantee shall maintain, host and operate website in accordance with the Scope of Work, Section 2.1.	<p>Grantee shall provide ongoing website hosting and operation, in accordance with Section 2.1, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of vendor agreement; • Invoice(s) from provider detailing work completed; • Proof of payment; and • Website analytics showing percentage of up time. 	<p>Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.1 shall result in non-payment.</p>

	<ul style="list-style-type: none"> • Invoice package in accordance with Section 6. of this Scope of Work. 	
Deliverable No. 2 – Electronic Newsletters		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall distribute Electronic Newsletters in accordance with the Scope of Work, Section 2.2.	<p>Grantee shall prepare and submit at least one (1) electronic newsletter, in accordance with Section 2.2, as evidence by submission of the required documentation below. 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"> • Copies of electronic newsletter; • Copy of distribution list including DEO agreement manager; • Documentation of staff time associated with this deliverable; and • Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.2 will result in non-payment.
Deliverable No. 3 – Website Blogs		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall post blogs on Grantee's website in accordance with the Scope of Work, Section 2.3.	<p>Grantee shall post a minimum of one (1) blog on Grantee's website, in accordance with Section 2.3, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • Copy of blogger agreement; • Link to each blog; • Photographer release form if necessary; • Model release for if necessary; • Invoice(s) from blogger; and • Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.3 shall result in non-payment.
Deliverable No. 4 Exhibit at domestic travel shows		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall exhibit at domestic travel shows in accordance with the Scope of Work, Section 2.4.	<p>Grantee shall exhibit at a minimum of one (1) domestic travel show, in accordance with Section 2.4, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> • A list of all exhibit shows, including the date and location of each show; • Copies of completed registrations for each travel show attended; • Copies of rental agreements, if applicable; 	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.4 shall result in non-payment.

	<ul style="list-style-type: none"> Completed travel documentation for a maximum of two (2) travelers; and Invoice package in accordance with Section 6. of this Scope of Work. 	
Deliverable No. 5 – Advertising		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall conduct advertising campaign in accordance with the Scope of Work, Section 2.5.	<p>Grantee shall submit a minimum of one (1) digital or print media advertisement, in accordance with Section 2.5, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> Copies of all print or digital advertisement; Copies of detailed invoice from provider; and Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.5 shall result in non-payment
Deliverable No. 6 – Literature Distribution		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall distribute literature in accordance with the Scope of Work, Section 2.6.	<p>Grantee shall submit a minimum of one (1) piece of literature. Grantee may request reimbursement a maximum of four (4) times during the agreement period.</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> One (1) sample of each brochure distributed; Copy of distribution list, distribution locations, and number of pieces of literature distributed; Copies of detailed invoice(s) from provider; and Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance with Section 2.6 will result in non-payment.
Deliverable No. 7 – Professional enhancement scholarships		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall provide Professional Enhancement Scholarships in accordance with the Scope of Work, Section 2.7.	<p>Grantee shall provide a minimum of one (1) Professional Enhancement Scholarship in accordance with Section 2.7, as evidenced by submission of the following:</p> <p>Required documentation:</p> <ul style="list-style-type: none"> Completed event registration forms; Invoice for registration fee; Agenda for each event; Summary on how attendance at the event built professional capacity; 	Failure to complete the Minimum Level of Service and the submission of the required documentation in accordance with Section 2.7 will result in non-payment.

	<ul style="list-style-type: none"> Completed travel documentation for each traveler if attending in-person training sessions; and Invoice package in accordance with Section 6. of this Scope of Work. 	
Deliverable No. 8 – Maintain memberships in professional organizations		
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall maintain current memberships or join professional organizations in accordance with Scope of Work, Section 2.8.	<p>Grantee shall maintain membership in a minimum of at least one (1) professional organization in accordance with Section 2.8, as evidenced by submission of the following:</p> <p>Required Documentation:</p> <ul style="list-style-type: none"> Copy of registration for each professional organization membership joined or maintained; and Invoice package in accordance with Section 6. of this Scope of Work. 	Failure to maintain the Minimum Level of Service and the submission of the required documentation in accordance with Section 2.8 shall 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, 2022, July 31, 2022, October 31, 2022 and January 24, 2023. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, 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: Grantee shall provide a Minority and Service-Disabled Veteran Business Enterprise Report with each invoice 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 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 Grantee's Agreement Manager 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.

6.3 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) -

Visit Natural NORTH FLORIDA[®]

Prepared by



MERIDIAN
PURSUIT



About Meridian Pursuit

Meridian Pursuit is new to the local area of Dixie County. We are a marketing agency rooted in 11 years of creating high-level content for our country's top brands, along with international brands, civic organizations, and tourism bureaus. We believe in the power of storytelling to inspire people to take action. Our mission is to help our clients achieve their marketing and communication goals through engaging content, creative design, and innovative strategies.



CAMPAIGN GOALS

Visit Natural
NORTH FLORIDA®



Website Traffic

All of the ads will drive traffic to NaturalNorthFlorida.com



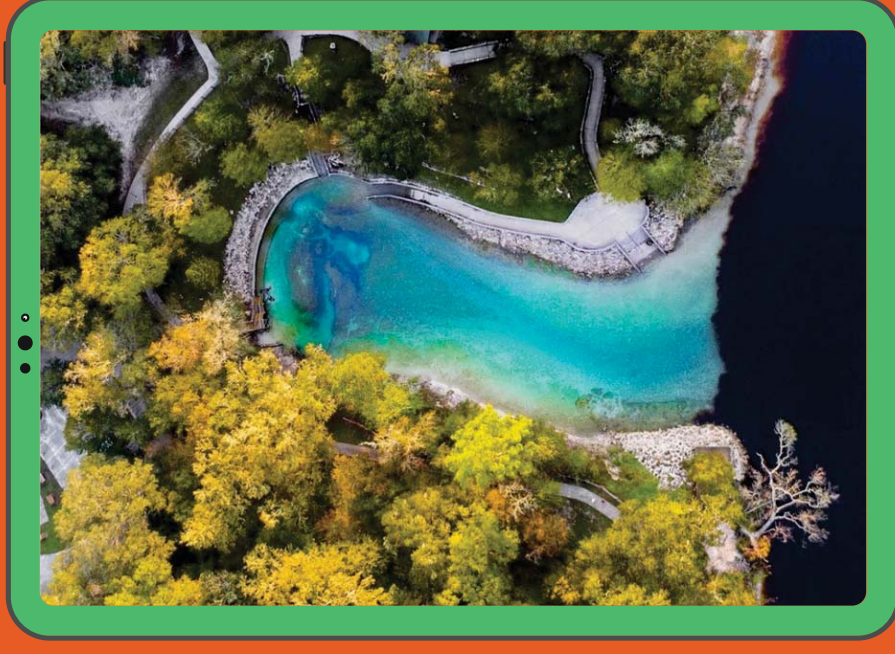
Invite & Educate

We will strategically position these ads to invite people to explore Natural North Florida.



Grow Awareness

Existing content will be repurposed to peak interest, educate, and convert.



STRATEGY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



Repurpose Content

We will use existing blogs, videos, and photos from the 14 counties to create impactful ads that reveal the incredible Natural North Florida area.

Set Campaign Goals

This 30-day campaign will be built around a strategic audience that includes interests like outdoors, family trips, exploring nature, scuba diving, and many, many other parameters to maximize reach.

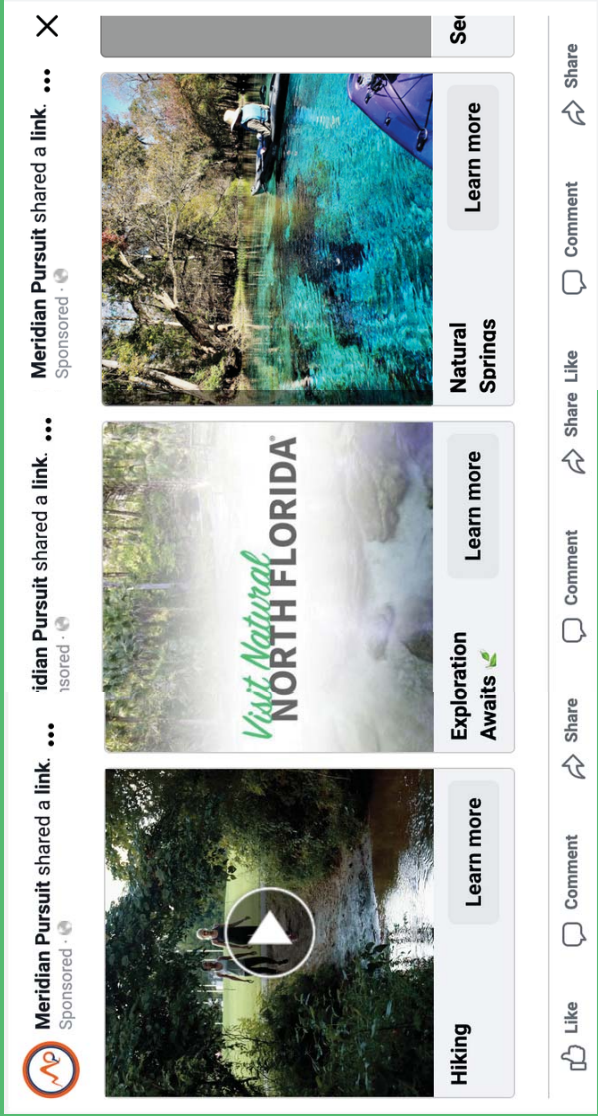
Launch Ads

Ads will be distributed by Facebook, Instagram, and Google

Track Success

A complete report will be provided showing the the success of this campaign

CREATIVE EXAMPLES



ESTIMATED REACH

300K+

CAMPAIGN TOTAL

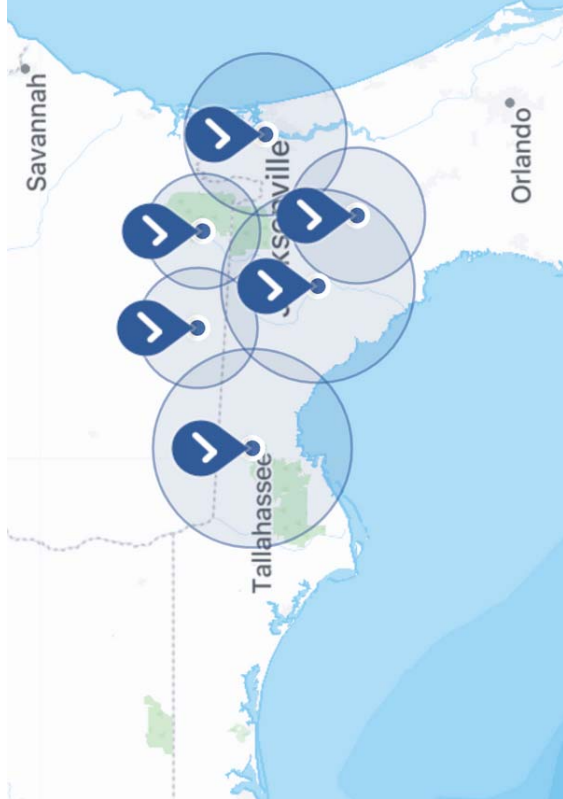
\$4,999

DISTRIBUTION

FACEBOOK
INSTAGRAM
GOOGLE

DELIVERABLES

- 1-minute video created from existing videos.
- Custom Meta audience
- Custom Google audience
- 30-Day Meta & Google Ad Campaign



An underwater photograph showing a shark swimming over a vibrant coral reef. The water is clear, and the sunlight filters through, creating a shimmering effect on the reef. The shark is positioned in the center, moving towards the right. The coral is diverse in color and shape, with various shades of blue, green, and brown.

THANK YOU!

Visit Natural
NORTH FLORIDA®

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

The Original Florida Tourism Task Force MEMBERS as of 9/15/2022

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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Ron Gromoll

Lecturer and Internship Coordinator

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Elizabeth Reyes, APR, CPRC

Sales and Marketing Manager

Visit Gainesville, Alachua County

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BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton, Vice-Chair

Bradford County Attorney

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The Honorable Daniel Riddick

Bradford County

Board of County Commissioners

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COLUMBIA COUNTY

(\$8,000 3 votes)

Rod Butler

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Sports Marketing Director

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Columbia County

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www.springsrus.com

DIXIE COUNTY

(\$3,000 - 2 votes)

The Honorable Ryan Fulford

Cross City Councilmember

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Russ McCallister

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GILCHRIST COUNTY

(\$2,000 - 2 votes)

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Patricia Watson

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HAMILTON COUNTY

(\$1,000 - 2 votes)

Chadd Mathis

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Mia Mauldin

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JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

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David Ward

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LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton, Chair

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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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Ina Thompson

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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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Visit Natural North Florida
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Gainesville, FL 32653
(w) 352.955.2200 ext. 101
koons@ncfrpc.org

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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

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

Jo Clark - Blogger

319 14th Avenue South

Surfside Beach, SC29575

(c) 843.446.4441

jo@southernexposure.us

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2022
Visit Natural North Florida
Meeting Dates and Counties



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

January 13:	<u>CANCELLED</u>
February 24:	<u>Suwannee County</u>
March 17:	<u>Wakulla County</u>
April 21:	<u>Jefferson County</u>
May 19:	<u>Madison County</u>
June 16:	<u>Taylor County</u>
July 21:	<u>Dixie County</u>
August 18:	<u>Lafayette County</u>
September 15:	<u>Gilchrist County</u>
October 20:	<u>Levy County</u>
November 17:	<u>RETREAT</u>
December 16:	<u>Alachua County (Council Office)</u>

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

