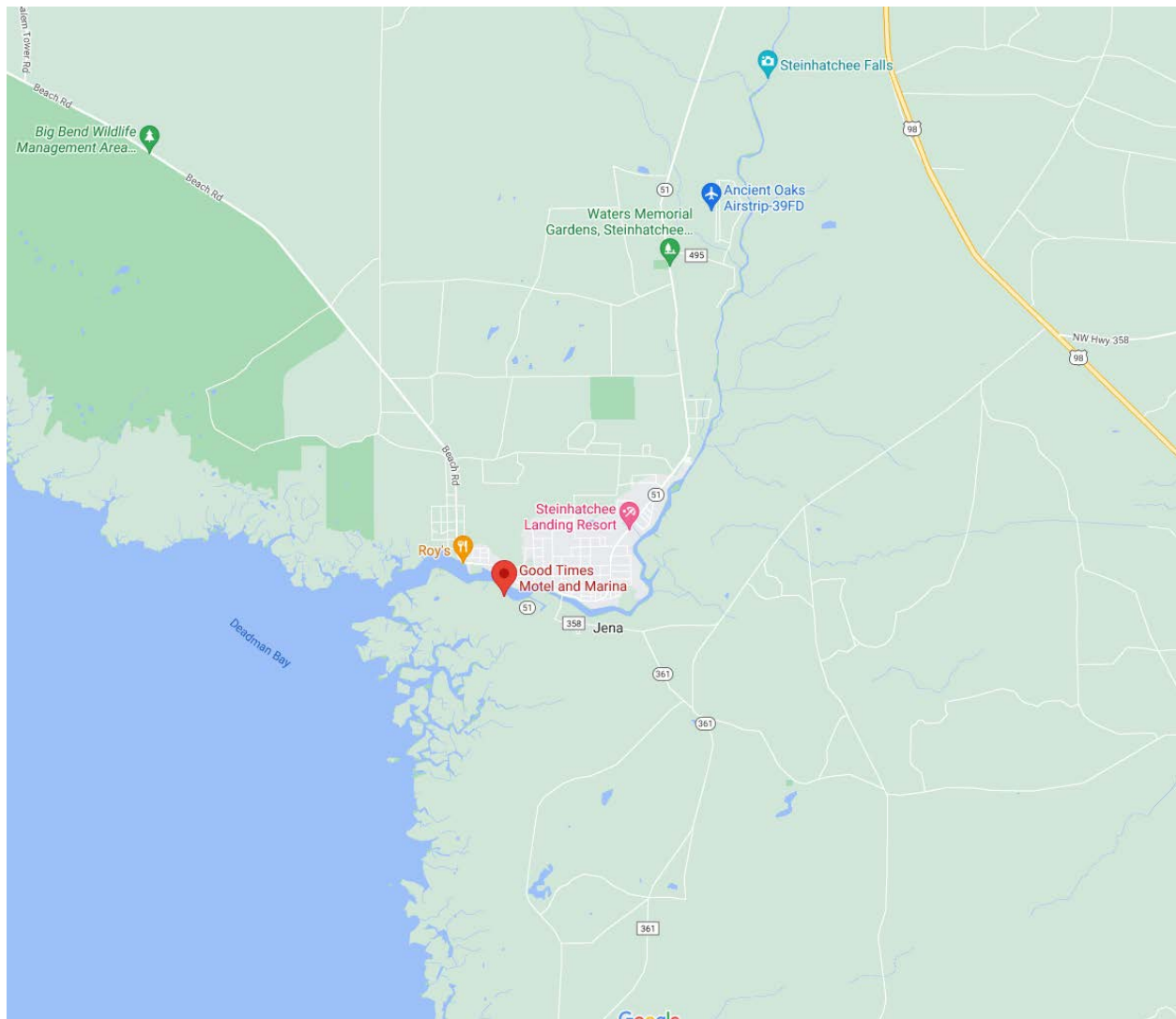


The Original Florida

TOURISM TASK FORCE

MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **March 16, 2023**. The meeting will be held at the **Good Times Motel & Marina, 7022 SW Highway 358, Steinhatchee, Florida**, beginning at **10:00 a.m.**



Good Times Motel & Marina
7022 SW Highway 358
Steinhatchee, FL 32359

**TOURISM TASK FORCE
Meeting Agenda**

**Good Times Motel & Marina
7022 SW Highway 358, Steinhatchee, FL
Dixie County**

**March 16, 2023
Thursday, 10:00 a.m.**

	PAGE NO.
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of February 16, 2023 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee	
a. Monthly Financial Report Review and Approval - January 31, 2023	7
B. Fiscal Year 2022-23 Regional Rural Development Grant	29
1. Website	
2. e-newsletter	
3. Website Blogs	
4. Marketing Materials	
5. Domestic Travel Shows	
6. Advertising Campaign	
7. Brochure Distribution	
8. Scholarships	
a. Southeast Tourism Society Marketing College, June 4-9, 2023	
9. Professional Organization Memberships	
C. VISIT FLORIDA	
1. Monthly Report	
D. Staff Items	
1. Senate Bill 640 / House Bill 309 - Tourist Development Tax	31
2. Senate Bill 1482 - Rural Development	37

- E. Other Old Business
 - 1. Update Task Force Member Contact Information 45
 - 2. Task Force 2023 Meeting Schedule and County Assignments 49
- F. 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 April 20, 2023 in Jefferson County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Madison County Chamber of Commerce
182 College Loop, Madison, FL
Madison County

February 16, 2023
Thursday, 10:00 a.m.

MEMBERS PRESENT

Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Jennifer Poore, Madison County
Teena Peavey, Suwannee County, Treasurer
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County
Dale Walker, Union County

OTHERS PRESENT

Bobbi Breo, Madison County
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Elizabeth Reyes, Alachua County
Carolyn Spooner, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Ryan Fulford, Dixie County
Russ McCallister, Dixie County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Tisha Whitehurst, Levy County
Ina Thompson, Madison County
Sandy Beach, Taylor County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:02 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE JANUARY 19, 2023 MINUTES

Chair Colton asked for approval of the January 19, 2023 meeting minutes.

ACTION: Patricia Watson moved and Charissa Setzer seconded to approve the January 19, 2023 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

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

ACTION: Bryan Freeman moved and Dale Walker seconded to accept the December 31, 2022 monthly financial report as presented. The motion passed unanimously.

- B. Fiscal Year 2021-22 Regional Rural Development Grant
 - 1. Website
 - 2. e-newsletter
 - 3. Website Blogs
 - 4. Marketing Materials
 - 5. Domestic Travel Shows
 - 6. Advertising Campaign
 - 7. Brochure Distribution
 - 8. Scholarships
 - 9. Professional Organization Memberships
 - 10. Approval of Fourth Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Charissa Setzer seconded to approve and authorize staff to submit the Fourth Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

- C. VISIT FLORIDA -
 - 1. Monthly ReportBrenna Dacks reported on VISIT FLORIDA activities and programs.

- D. Staff Items -
 - 1. Travel Show Coordinator Agreement Fiscal Year 2022-23

ACTION: Teena Peavey moved and Jennifer Poore seconded to increase the Travel Show Coordinator fee to \$2,000 per show for Fiscal Year 2022-23. The motion passed unanimously.

- 2. Task Force 2023 Meeting Schedule and County Assignments
- 3. Cooperative Regional Marketing Fee Fiscal Year 2022-23

- E. Other Old Business
 - 1. Updated Task Force Member Contact Information

- F. Announcements

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

V. NEW BUSINESS

VI. LEADERSHIP FORUM: None

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., February 16, 2023 to be held in Madison County at a location to be determined.

The meeting adjourned at 11:49 a.m.

Craig Colton, Chair

3/16/23
Date

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

r:\original florida\task force meetings\minutes\2023\of_minutes_02-16-23.docx

The Original Florida Tourism Task Force

Balance Sheet

As of January 31, 2023

	Jan 31, 23
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	180,873.30
Total Checking/Savings	180,873.30
Accounts Receivable	
Accounts Receivable	52,000.00
Total Accounts Receivable	52,000.00
Other Current Assets	
Prepaid Expense	447.06
Prepaid Registration Fees	1,600.00
Total Other Current Assets	2,047.06
Total Current Assets	234,920.36
TOTAL ASSETS	234,920.36
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	11,088.75
Total Accounts Payable	11,088.75
Total Current Liabilities	11,088.75
Total Liabilities	11,088.75
Equity	
Unrestricted Earnings	182,388.21
Net Income	41,443.40
Total Equity	223,831.61
TOTAL LIABILITIES & EQUITY	234,920.36

The Original Florida Tourism Task Force

Profit & Loss

January 2023

	Jan 23
Income	
FDEO-Regional Dev. Grant 21/22	33,196.81
Total Income	33,196.81
Gross Profit	33,196.81
Expense	
Marketing	
Collateral Materials	
e-newsletter	361.00
Total Collateral Materials	361.00
Public Relations	
Advertising	
Transportation Map	9,000.00
Total Advertising	9,000.00
Total Public Relations	9,000.00
Trade Shows	
Atlanta Camping and RV	3,053.13
Total Trade Shows	3,053.13
Visit Florida	
Marketing Research	6,578.00
Total Visit Florida	6,578.00
Website	
Web Hosting Services	6,000.00
Total Website	6,000.00
Total Marketing	24,992.13
Miscellaneous	2,033.90
Postage	79.56
Total Expense	27,105.59
Net Income	6,091.22

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 01/31/2023

	Jan 31, 23
Beginning Balance	209,301.95
Cleared Transactions	
Checks and Payments - 4 items	-19,615.63
Deposits and Credits - 1 item	4,000.00
Total Cleared Transactions	-15,615.63
Cleared Balance	193,686.32
Uncleared Transactions	
Checks and Payments - 3 items	-12,813.02
Deposits and Credits - 1 item	0.00
Total Uncleared Transactions	-12,813.02
Register Balance as of 01/31/2023	180,873.30
New Transactions	
Checks and Payments - 7 items	-19,862.84
Total New Transactions	-19,862.84
Ending Balance	161,010.46

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 01/31/2023

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						209,301.95
Cleared Transactions						
Checks and Payments - 4 items						
Bill Pmt -Check	01/12/2023	1611	Miles Partnership	X	-8,303.25	-8,303.25
Bill Pmt -Check	01/12/2023	1610	Koons, Scott	X	-2,394.90	-10,698.15
Bill Pmt -Check	01/26/2023	1614	N Central FL Region...	X	-8,673.54	-19,371.69
Bill Pmt -Check	01/26/2023	1613	Koons, Scott	X	-243.94	-19,615.63
Total Checks and Payments					-19,615.63	-19,615.63
Deposits and Credits - 1 item						
Deposit	01/20/2023			X	4,000.00	4,000.00
Total Deposits and Credits					4,000.00	4,000.00
Total Cleared Transactions					-15,615.63	-15,615.63
Cleared Balance					-15,615.63	193,686.32
Uncleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	08/11/2022	1596	Colton, Craig		-235.02	-235.02
Bill Pmt -Check	01/26/2023	1615	VisitFlorida		-6,578.00	-6,813.02
Bill Pmt -Check	01/26/2023	1612	JUMPEM, LLC		-6,000.00	-12,813.02
Total Checks and Payments					-12,813.02	-12,813.02
Deposits and Credits - 1 item						
Bill Pmt -Check	08/11/2022	1597	Perdue, Danielle		0.00	0.00
Total Deposits and Credits					0.00	0.00
Total Uncleared Transactions					-12,813.02	-12,813.02
Register Balance as of 01/31/2023					-28,428.65	180,873.30
New Transactions						
Checks and Payments - 7 items						
Bill Pmt -Check	02/09/2023	1618	VisitFlorida		-9,000.00	-9,000.00
Bill Pmt -Check	02/09/2023	1616	Koons, Scott		-318.94	-9,318.94
Bill Pmt -Check	02/09/2023	1617	United Parcel Service		-79.56	-9,398.50
Bill Pmt -Check	02/23/2023	1622	Unicomm, LLC		-6,590.00	-15,988.50
Bill Pmt -Check	02/23/2023	1620	Creamer Donna		-2,000.00	-17,988.50
Bill Pmt -Check	02/23/2023	1619	McCallister, Russ		-1,765.25	-19,753.75
Bill Pmt -Check	02/23/2023	1621	N Central FL Region...		-109.09	-19,862.84
Total Checks and Payments					-19,862.84	-19,862.84
Total New Transactions					-19,862.84	-19,862.84
Ending Balance					-48,291.49	161,010.46



P.O. Box 900
Tallahassee, FL 32302

SKGT

ACCOUNT STATEMENT



00002321 FCC31545020123064829 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 1/31/23
Primary Account

Page 1
XXXXXXX2204

Say hello to a better way to fund your education expenses, home improvements, dream vacations and more with a Home Equity Line of Credit from Capital City Bank. Apply today or learn more at ccbg.com/equity. *Equal Housing Lender

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS	Images	5
Account Number XXXXXX2204	Statement Dates	1/01/23 thru 1/31/23
Previous Balance 209,301.95	Days in this Statement Period	31
1 Deposits/Credits 4,000.00	Avg Ledger Balance	207,261.07
4 Checks/Debits 19,615.63	Avg Collected Balance	207,261.07
Service Charges .00		
Interest Paid .00		
Ending Balance 193,686.32		

DEPOSITS AND OTHER CREDITS

Date	Description	Amount
1/20	Deposit	4,000.00

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
1/17	1610	2,394.90	1/31	1613*	243.94
1/24	1611	8,303.25	1/31	1614	8,673.54

* Denotes missing check numbers

RECEIVED

FEB 08 2023

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL





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

Date 1/31/23
Primary Account

Page 2
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION					
Date	Balance	Date	Balance	Date	Balance
1/01	209,301.95	1/20	210,907.05	1/31	193,686.32
1/17	206,907.05	1/24	202,603.80		

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

DEPOSIT TICKET

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
CASHED AT CAPITAL CITY BANK

Natural North Florida

1/20/23

CURRENCY	AMOUNT
CASH	4,000.00
CHECKS	
TOTAL	4,000.00

150531006884 0224792204 1610

0 01/20/2023 \$4,000.00

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2009 NW 87th PLACE
GAINESVILLE, FLORIDA 32609-1803

1610

1/17/2023

PAY TO THE ORDER OF Scott R. Koons \$2,394.90

Two Thousand Three Hundred Ninety-Four and 90/100

Scott R. Koons
6210 NW 60th Terrace
Gainesville, FL 32609-4300

MEMO

150531006884 0224792204 1610

1610 01/17/2023 \$2,394.90

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2009 NW 87th PLACE
GAINESVILLE, FLORIDA 32609-1803

1611

1/12/2023

PAY TO THE ORDER OF Miss Partnership \$8,303.25

Eight Thousand Three Hundred Three and 25/100

Miss Partnership
PO Box 509418
Dallas, TX 75298-9418

MEMO

150531006884 0224792204 1611

1611 01/24/2023 \$8,303.25

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2009 NW 87th PLACE
GAINESVILLE, FLORIDA 32609-1803

1613

1/26/2023

PAY TO THE ORDER OF Scott R. Koons \$243.94

Two Hundred Forty-Three and 94/100

Scott R. Koons
6210 NW 60th Terrace
Gainesville, FL 32609-4300

MEMO

150531006884 0224792204 1613

1613 01/31/2023 \$243.94

Natural North Florida

THE ORIGINAL FLORIDA TOURISM TAX RECEIPT
2009 NW 87th PLACE
GAINESVILLE, FLORIDA 32609-1803

1614

1/26/2023

PAY TO THE ORDER OF N Central FL Regional Planning Council \$8,673.54

Eight Thousand Six Hundred Seventy-Three and 54/100

N Central FL Regional Planning Council
2009 NW 87th Place
Gainesville, FL 32609-1803

MEMO

150531006884 0224792204 1614

1614 01/31/2023 \$8,673.54



*****2204

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

1610

PAY TO THE
ORDER OF

Scott R. Koons

\$**2,394.90

Two Thousand Three Hundred Ninety-Four and 90/100*****

DOLLARS

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

MEMO

12/1/2004

ENDORSE HERE

557216

0015005092287

☐ CHECK HERE AFTER
ADIBLE OR REMOTE DEPOSIT DATE

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

Amount: \$-2,394.90

Statement Description: Check

Check Number: 1610

Posted Date: 1/17/2023

Type: Debit

Status: Posted



Capital City Bank

3/8/2023 2:38 PM

Tourism Task Force

*****2204



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



1611

63-68/631

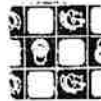
1/12/2023

PAY TO THE ORDER OF Miles Partnership

\$*8,303.25

Eight Thousand Three Hundred Three and 25/100***** DOLLARS

Miles Partnership
PO Box 669418
Dallas, TX 75266-9418



MEMO

⑈001611⑈ ⑆063100688⑆ 0224792204⑈

ENDORSE HERE

☐ CHECK HERE AFTER
MOBILE OR REMOTE DEPOSIT DATE
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
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FOR REPORT TO THE FBI WITHIN 30 DAYS OF DEPOSIT
NAME AND ADDRESS OF THE DEPOSITOR
CAPITAL ONE, NA
0000000090
0000000090
01232023
RICHMOND, VA 088 21
7057503139

This security features list is provided as a guide only. It is not intended to be a complete list of security features. For a complete list of security features, please refer to the Security Features list on the back of the check.

>065000090<

CAPITAL ONE, NA

0000000090

01232023

RICHMOND, VA 088 21

Deposit

7057503139

Amount: \$-8,303.25

Statement Description: Check

Check Number: 1611

Posted Date: 1/24/2023



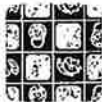
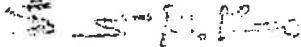

Type: Debit

Status: Posted



Tourism Task Force

*****2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES A FOIL HOLOGRAM			
	THE ORIGINAL FLORIDA TOURISM TASK FORCE		1613
	2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200	63-68/631	1/26/2023
PAY TO THE ORDER OF	Scott R. Koons	\$**243.94	
Two Hundred Forty-Three and 94/100*****			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			
⑈001613⑈ ⑆063100688⑆		0224792204⑈	

[illegible]

Amount: \$-243.94

Statement Description: Check

Check Number: 1613

Posted Date: 1/31/2023

Type: Debit

Status: Posted



Capital City Bank

3/8/2023 2:39 PM

Tourism Task Force

*****2204



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



1614

63-68/631

1/26/2023

PAY TO THE ORDER OF N Central FL Regional Planning Council

\$**8,673.54

Eight Thousand Six Hundred Seventy-Three and 54/100 ***** DOLLARS

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



18.5-12.1

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

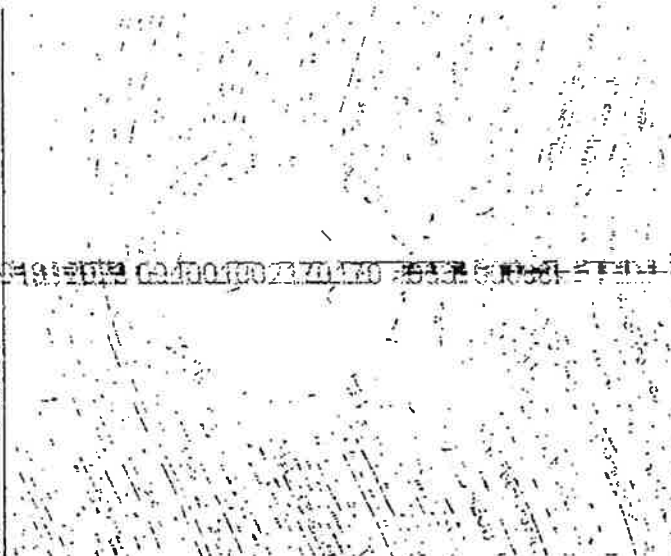
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001614 10631006881

0224792204

Security Features:

- Hologram**
 - Multi-dimensional, foil and fused to check stock. Cannot be photocopied.
 - Hologram image with "ingris or brecille" on it. The image will flip and reappear.
- Heat Sensitive Ink**
 - Hologram in a light source to view.
 - Hologram disappears when heated.
- Type Watermark**
 - Visible fibers embedded in the paper.
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 - Visible fibers embedded in the paper.
- Visible Fibers**
 - Visible fibers embedded in the paper.
 - Visible fibers embedded in the paper.
 - Visible fibers embedded in the paper.
- Invisible Fibers**
 - Visible fibers embedded in the paper.
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 - Visible fibers embedded in the paper.
- Chemical Wash Detection Area**
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 - Visible fibers embedded in the paper.
 - Visible fibers embedded in the paper.
- Microprinting**
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 - Visible fibers embedded in the paper.
- High Resolution Warning Band**
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- Toner Adhesion Properties**
 - Visible fibers embedded in the paper.
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- Anti-Copy Technology**
 - Visible fibers embedded in the paper.
 - Visible fibers embedded in the paper.
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- Laid Line Back Pattern**
 - Visible fibers embedded in the paper.
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 - Visible fibers embedded in the paper.



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NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

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Amount: \$-8,673.54

Statement Description: Check

Check Number: 1614

Posted Date: 1/31/2023

Type: Debit

Status: Posted

Scott R. Koons

SK
GT

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

DATE: January 6, 2023
INVOICE # 47
FOR: Domain Registration

Bill To:

The Original Florida Tourism Task Force

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

83011

DESCRIPTION	AMOUNT
Domain Name Renewal and Registration (5 years) - naturalnorthflorida.com	\$ 184.90
Domain Name Renewal and Registration (5 years) - naturalnorthflorida.net	\$ 184.90
Domain Name Renewal and Registration (5 years) - naturalnorthflorida.org	\$ 184.90
Domain Name Renewal and Registration (5 years) - originalflorida.org	\$ 184.90
Domain Name Renewal and Registration (5 years) - vnnf.org	\$ 184.90
Domain Name Renewal and Registration (5 years) - originalflorida.com	\$ 184.90
Domain Name Renewal and Registration (5 years) - visitnaturalnorthflorida.com	\$ 184.90
Domain Name Renewal and Registration (5 years)- visitnorthflorida.net	\$ 184.90
Domain Name Renewal and Registration (5 years) - visitnaturalnorthflorida.net	\$ 184.90
Domain Name Renewal and Registration (5 years) - visitnorthflorida.org	\$ 184.90
Domain Name Renewal and Registration (5 years) - visitnaturalnorthflorida.org	\$ 184.90
<div>RECEIVED</div> <div>JAN 06 2023</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
TOTAL	\$ 2,033.90

Approved for Payment

SK

THANK YOU!

Scott R. Koons

SK
GT

INVOICE

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

DATE: January 11, 2023
INVOICE # 48
FOR: Mailchimp 2022.2

Bill To:
The Original Florida Tourism Task Force

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

8208

DESCRIPTION	AMOUNT
10/11/2022 - 10,000 Contacts	\$ 87.00
11/11/2022 - 10,000 Contacts	\$ 87.00
12/11/2022 - 10,000 Contacts	\$ 87.00
1/11/2023 - 10,000 Contacts	\$ 100.00
<div>RECEIVED</div> <div>JAN 11 2023</div> <div>NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL</div>	
TOTAL	\$ 361.00

Approved for Payment

SK

THANK YOU!

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of January 2023

(These financial statements are unaudited)

	Budget	January 2023	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	57,000.00	0.00	57,000.00	0.00
DEO Rural Development Grant 21/22	36,500.00	33,196.81	33,196.81	(3,303.19)
DEO Rural Development Grant 22/23	31,800.00	0.00	0.00	(31,800.00)
Total Income	125,300.00	33,196.81	90,196.81	(35,103.19)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	6,578.00	6,578.00	6,578.00
Total Planning	0.00	6,578.00	6,578.00	6,578.00
Website				
Website Blogs	0.00	0.00	0.00	0.00
Web Hosting & Maintenance Services	6,000.00	6,000.00	6,000.00	0.00
Total Website	6,000.00	6,000.00	6,000.00	0.00
Trade Shows				
Promotional Items	0.00	0.00	2,857.62	2,857.62
Atlanta Camping & RV Show	0.00	3,053.13	3,053.13	3,053.13
VF Washington DC Travel & Adventure Show	7,000.00	0.00	0.00	(7,000.00)
DEO Atlanta Travel & Adventure Show	7,000.00	0.00	0.00	(7,000.00)
Total Trade Shows	14,000.00	3,053.13	5,910.75	(8,089.25)
Advertising				
Digital Advertising Campaign 2021-22	10,000.00	0.00	0.00	(10,000.00)
FI Vacation Planner Print Ad 2022-23	8,300.00	0.00	8,303.25	3.25
FI Trans Map Print Advertisement 2022-23	9,000.00	9,000.00	9,000.00	0.00
Quarterly eNewsletters	5,100.00	361.00	1,361.00	(3,739.00)
Total Advertising	32,400.00	9,361.00	18,664.25	(13,735.75)
Total Marketing Expenses	52,400.00	24,992.13	37,153.00	(15,247.00)
Administration				
NCFRPC - Admin DEO 2021-22	1,900.00	0.00	1,875.00	(25.00)
NCFRPC - Admin DEO FY 2022-23	5,600.00	0.00	0.00	(5,600.00)
NCFRPC - Admin Program Fees FY 2022-23	12,500.00	0.00	3,125.00	(9,375.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	0.00	(300.00)
Other Admin Expenses Miscellaneous	2,000.00	2,033.90	3,847.31	1,847.31

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of January 2023

(These financial statements are unaudited)

	Budget	January 2023	Year to Date	Over/(Under) Budget
Postage	300.00	79.56	79.56	(220.44)
DEO Travel Show Service Program Fee	2,200.00	0.00	0.00	(2,200.00)
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	25,400.00	2,113.46	8,926.87	(16,473.13)
Memberships				
Visit Florida	750.00	0.00	0.00	(750.00)
Southeast Tourism Society	325.00	0.00	0.00	(325.00)
Florida Outdoor Writers Association	175.00	0.00	0.00	(175.00)
Ride with GPS	250.00	0.00	0.00	(250.00)
Total Memberships	1,500.00	0.00	0.00	(1,500.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	0.00	0.00	(5,175.00)
Governor's Tourism Conference	1,725.00	0.00	0.00	(1,725.00)
Total Professional Enhancement	6,900.00	0.00	0.00	(6,900.00)
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	1,336.77	(4,913.23)
Dean Fowler Internship	6,250.00	0.00	1,336.77	(4,913.23)
Total Internships	12,500.00	0.00	2,673.54	(9,826.46)
Retained Reserves				
Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
Total Retained Reserves	26,600.00	0.00	0.00	(26,600.00)
Total NonMarketing Expenses	72,900.00	2,113.46	11,600.41	(61,299.59)
Total Expenses	125,300.00	27,105.59	48,753.41	(76,546.59)
Net Income	0.00	6,091.22	41,443.40	41,443.40

Original Florida Tourism Task Force
Budget FY 2022-23 (10/1/22 to 9/30/23)

Adopted 9/15/2022

<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	\$1,000
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	\$57,000
<i><u>Additional Revenue:</u></i>	
Department of Economic Opportunity Rural Development Grant, FY 2021-22	\$36,500
Department of Economic Opportunity Rural Development Grant, FY 2022-23	\$31,800
VISIT FLORIDA FY 2022-23 Rural Area of Opportunity Grant - Cash	\$0
Subtotal - Cash	\$68,300
TOTAL REVENUES - CASH	\$125,300
VISIT FLORIDA FY 2022-23 Rural Area of Opportunity Grant - In-Kind	\$0
TOTAL REVENUES - CASH AND IN-KIND	\$125,300
<i><u>Expenditures</u></i>	
Adventure Elevate Networking Conference	\$0
Bank Charges	\$0
Governor's Conference on Tourism	\$1,725
Legal Advertising	\$300
Legal Expenses	\$300
(1) Marketing Program for FY 2022-23 (less in-kind)	\$52,400
(2) Memberships	\$1,500
Miscellaneous	\$2,000
North Central Florida Regional Planning Council - Admin/Internships	\$32,500
Postage Expenses	\$300
Service Fee - VISIT FLORIDA Travel Show Program	\$2,200
Southeast Tourism Society Marketing College	\$5,175
Telephone	\$300
Unrestricted Reserve Fund - Contribution	\$26,600
TOTAL EXPENDITURES - CASH	\$125,300
(1) Marketing Program for FY 2022-23 - In-Kind	\$0
TOTAL EXPENDITURES - CASH AND IN-KIND	\$125,300
<i><u>Reserve Funds</u></i>	
Restricted Funds Balance	\$0
Unrestricted Funds Balance, Estimate	\$178,000
TOTAL RESERVE FUNDS	\$178,000

(1) See Marketing Budget Detail

(2) See Memberships Detail

Original Florida Tourism Task Force
Budget FY 2022-23 (10/1/22 to 9/30/23)
Adopted 9/15/2022

	Total
Collateral Material:	
	0
	\$0
	0
	\$0
Website:	
2021-22 Website Blogs - 12 Blogs	\$0
2021-22 Website Hosting & Maintenance	\$6,000
2021-22 New Topic-Centered Pages (3 Pages)	\$0
2022-23 Website Blogs - 9 Blogs	\$0
2022-23 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
DEO 2022-23 - Atlanta Camping & RV Show	\$0
DEO 2022-23 - New York Times Travel Show	\$0
DEO 2022-23 - Chicago RV & Camping Show	\$0
DEO 2022-23 - Toronto Outdoor Adventure Show	\$0
DEO 2022-23 - Washington DC Travel & Adventure Show	\$7,000
DEO 2022-23 - Houston RV Show	\$0
DEO 2022-23 - Philadelphia Travel & Adventure Show	\$0
DEO 2022-23 - Atlanta Travel & Adventure Show	\$7,000
DEO 2022-23 - Bike Expo New York	\$0
DEO 2022-23 - Georgia RV & Camper Show	\$0
Adventure Travel Training - 4 Days (In-kind)	\$0
Consumer Public Relations/Influencer Trips (In-kind)	\$0
Advertising:	
2021-22 Brochure Distribution	\$0
2021-22 Digital Advertising Campaign	\$0
2021-22 Florida Vacation Planner Co-op Print Advertisement	\$0
2021-22 Digital Retargeting Campaign	\$0
2022-23 Digital Advertising Campaign	\$10,000
2022-23 Digital Facebook Advertising Campaign (In-kind)	\$0
2022-23 Florida Transportation Map Print Advertisement	\$9,000
2022-23 Florida Vacation Planner Co-op Print Advertisement	\$8,300
Quarterly eNewsletters	\$5,100
Total Marketing Expenditure	\$52,400
Administration	
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2021-22	\$1,900
North Central Florida Regional Planning Council - VISIT FLORIDA, Department of Economic Opportunity FY 2022-23	\$5,600
North Central Florida Regional Planning Council - Regional Marketing Program Fees FY 2022-23	\$12,500
Bank Charges	\$0
Legal Advertising	\$300
Legal Expenses	\$300
Other Administrative Expenses/Miscellaneous	\$2,000
Postage	\$300
Service Fee - DEO	\$2,200
Telephone	\$300
Membership Organizations - Annual Dues	
VISIT FLORIDA Annual Dues	\$750
Southeastern Tourism Society Annual Dues	\$325
Florida Outdoor Writers Association Annual Dues	\$175
Ride With GPS Annual Dues	\$250
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	\$26,600
Total Non-Marketing Expenditure	\$72,900
Total Expenditure	\$125,300

Florida Department of Economic Opportunity
Fiscal Year 2022-23 Regional Rural Development Grant
(January 25, 2023 - January 25, 2024)
Proposed Deliverables and Cost Estimates
September 15, 2022

Cost Estimates	Deliverable
9/15/2022	
\$6,000.00	Website Hosting & Maintenance
\$0.00	VISIT FLORIDA Retargeting Campaign
\$0.00	Website Blogs
\$0.00	Town Blogs
\$0.00	Design and Print Collateral Material
\$14,000.00	Domestic Travel Shows (2 shows)
\$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
\$5,100.00	Quarterly eNewsletters
\$7,500.00	Administration
\$50,000.00	Total

By Senator Simon

3-01092-23

2023640__

A bill to be entitled
An act relating to tourist development taxes; amending
s. 125.0104, F.S.; authorizing certain fiscally
constrained counties to use a designated percentage of
tourist development tax revenues received to reimburse
expenses incurred for certain purposes; providing
specifications for the use of such tax revenues;
conforming provisions to changes made by the act;
providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Present paragraphs (d) and (e) of subsection (5)
of section 125.0104, Florida Statutes, are redesignated as
paragraphs (e) and (f), respectively, a new paragraph (d) is
added to that subsection, and present paragraph (e) of that
subsection is amended, to read:

125.0104 Tourist development tax; procedure for levying;
authorized uses; referendum; enforcement.—

(5) AUTHORIZED USES OF REVENUE.—

(d) A fiscally constrained county, as described in s.
218.67(1), which is located adjacent to the Gulf of Mexico or
the Atlantic Ocean may use up to 10 percent of the tourist
development tax revenues received under this section to
reimburse expenses incurred in providing public safety services
required to address impacts related to increased tourism and
visitors in that county. However, if taxes received under this
section are used to reimburse emergency medical services or
public safety services related to tourism or special events, the

3-01092-23

2023640__

governing board of the county or municipality may not use the revenue to supplant the normal operating expenses of an emergency medical services department, a fire department, a sheriff's office, or a police department.

(f)~~(e)~~ Any use of the local option tourist development tax revenues collected pursuant to this section for a purpose not expressly authorized by paragraph (3)(l) or paragraph (3)(n) or paragraphs (a)-(e) ~~(a)-(d)~~ of this subsection is expressly prohibited.

Section 2. This act shall take effect July 1, 2023.

HB 309

2023

1 A bill to be entitled
2 An act relating to tourist development taxes; amending
3 s. 125.0104, F.S.; authorizing certain fiscally
4 constrained counties to use a designated percentage of
5 tourist development tax revenues received to reimburse
6 for expenses incurred for certain purposes regardless
7 of whether certain other requirements are met;
8 providing specifications for the use of those tax
9 revenues; correcting a cross-reference; providing an
10 effective date.

11
12 Be It Enacted by the Legislature of the State of Florida:

13
14 Section 1. Paragraphs (d) and (e) of subsection (5) of
15 section 125.0104, Florida Statutes, are redesignated as
16 paragraphs (e) and (f), respectively, present paragraph (e) of
17 that subsection is amended, and new paragraph (d) is added to
18 that subsection, to read:

19 125.0104 Tourist development tax; procedure for levying;
20 authorized uses; referendum; enforcement.—

21 (5) AUTHORIZED USES OF REVENUE.—

22 (d) A fiscally constrained county, as defined in s.
23 218.67(1), that is located adjacent to the Gulf of Mexico or the
24 Atlantic Ocean, may use up to 10 percent of the tourist
25 development tax revenues received to reimburse for expenses

26 incurred in providing public safety services that are needed to
27 address impacts related to increased tourism and visitors to an
28 area. However, if taxes collected under this section are used to
29 reimburse emergency medical services or public safety services
30 for tourism or special events, the governing board of the county
31 or municipality may not use the taxes to supplant the normal
32 operating expenses of an emergency medical services department,
33 a fire department, a sheriff's office, or a police department.

34 (e)~~(d)~~ The revenues to be derived from the tourist
35 development tax may be pledged to secure and liquidate revenue
36 bonds issued by the county for the purposes set forth in
37 subparagraphs (a)1., 2., and 5. or for the purpose of refunding
38 bonds previously issued for such purposes, or both; however, no
39 more than 50 percent of the revenues from the tourist
40 development tax may be pledged to secure and liquidate revenue
41 bonds or revenue refunding bonds issued for the purposes set
42 forth in subparagraph (a)5. Such revenue bonds and revenue
43 refunding bonds may be authorized and issued in such principal
44 amounts, with such interest rates and maturity dates, and
45 subject to such other terms, conditions, and covenants as the
46 governing board of the county shall provide. The Legislature
47 intends that this paragraph be full and complete authority for
48 accomplishing such purposes, but such authority is supplemental
49 and additional to, and not in derogation of, any powers now
50 existing or later conferred under law.

HB 309

2023

51 (f)~~(e)~~ Any use of the local option tourist development tax
52 revenues collected pursuant to this section for a purpose not
53 expressly authorized by paragraph (3)(l) or paragraph (3)(n) or
54 paragraphs (a)-(e) ~~(a)-(d)~~ of this subsection is expressly
55 prohibited.

56 Section 2. This act shall take effect July 1, 2023.

By Senator Simon

3-01320A-23

20231482__

A bill to be entitled
An act relating to rural development; amending s.
215.971, F.S.; prohibiting certain agency agreements
from requiring the expenditure of funds before
reimbursement; authorizing agencies to undertake
certain actions; providing construction; amending s.
288.018, F.S.; specifying that funding provided under
the Regional Rural Development Grants Program are not
matching grants; revising the required criteria the
Department of Economic Opportunity must consider to
approve a participant in the program; amending s.
288.065, F.S.; revising the conditions under which an
applicant to the Rural Community Development Revolving
Loan Fund may retain repayments of principal and
interest; amending s. 288.0655, F.S.; revising the
purpose of the Rural Infrastructure Fund; revising the
percentages of total infrastructure project cost that
the Department of Economic Opportunity may award
through the fund; deleting a provision requiring
eligible projects to be related to specified
opportunities; providing authorized uses of eligible
funds; authorizing the department to award grants up
to a specified amount for specified planning and
preparation activities; deleting a provision requiring
authorized grants to be up to a specified amount for
certain projects, under specified conditions; deleting
a restriction on dual grant awards being used which
would exceed a specified percentage threshold;
deleting a provision that requires awarded funds be

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matched with a specified amount of local funds;
revising the evaluation process of applications;
providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Present subsections (2) and (3) of section 215.971, Florida Statutes, are redesignated as subsections (3) and (4), respectively, and a new subsection (2) is added to that section, to read:

215.971 Agreements funded with federal or state assistance.—

(2) (a) Notwithstanding any other law to the contrary, an agency agreement that provides state or federal financial assistance to a county or municipal entity within a rural area of opportunity, as defined in s. 288.0656(2), may not require the county or municipal entity to expend funds in order to be reimbursed. For such counties or municipal entities, an agency may advance funding based on an analysis of estimated costs, pay service providers and vendors directly, or undertake other options to meet the requirements of this section.

(b) This subsection may not be construed to alter or limit any other provision of this section.

Section 2. Subsections (1) and (2) of section 288.018, Florida Statutes, are amended to read:

288.018 Regional Rural Development Grants Program.—

(1) (a) For the purposes of this section, the term "regional economic development organization" means an economic development organization located in or contracted to serve a rural area of

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20231482__

59 opportunity, as defined in s. 288.0656(2)(d).

60 (b) The department shall establish a ~~matching~~ grant program
61 to provide funding to regional economic development
62 organizations for the purpose of building the professional
63 capacity of those organizations. Building the professional
64 capacity of a regional economic development organization
65 includes hiring professional staff to develop, deliver, and
66 provide needed economic development professional services,
67 including technical assistance, education and leadership
68 development, marketing, and project recruitment. ~~Matching~~ Grants
69 may also be used by a regional economic development organization
70 to provide technical assistance to local governments, local
71 economic development organizations, and existing and prospective
72 businesses.

73 (c) A regional economic development organization may apply
74 annually to the department for a ~~matching~~ grant. The department
75 is authorized to approve, on an annual basis, grants to such
76 regional economic development organizations. The maximum amount
77 an organization may receive in any year will be \$50,000, or
78 \$250,000 for any three regional economic development
79 organizations that serve an entire region of a rural area of
80 opportunity designated pursuant to s. 288.0656(7) if they are
81 recognized by the department as serving such a region.

82 ~~(d) Grant funds received by a regional economic development~~
83 ~~organization must be matched each year by nonstate resources in~~
84 ~~an amount equal to 25 percent of the state contribution.~~

85 (2) In approving the participants, the department shall
86 consider the demonstrated need of the applicant for assistance
87 and require the following:

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(a) Documentation of official commitments of support from each of the units of local government represented by the regional organization.

~~(b) Demonstration that each unit of local government has made a financial or in-kind commitment to the regional organization.~~

~~(c) Demonstration that the private sector has made financial or in-kind commitments to the regional organization.~~

~~(d)~~ Demonstration that the organization is in existence and actively involved in economic development activities serving the region.

(c)~~(e)~~ Demonstration of the manner in which the organization is or will coordinate its efforts with those of other local and state organizations.

Section 3. Paragraph (c) of subsection (2) of section 288.065, Florida Statutes, is amended to read:

288.065 Rural Community Development Revolving Loan Fund.—

(2)

(c) All repayments of principal and interest shall be returned to the loan fund and made available for loans to other applicants. However, in a rural area of opportunity designated by the Governor, and upon approval by the department, repayments of principal and interest may be retained by the applicant if such repayments are dedicated ~~and matched~~ to fund regionally based economic development organizations representing the rural area of opportunity.

Section 4. Subsection (1), paragraphs (b), (c), and (e) of subsection (2), and subsection (3) of section 288.0655, Florida Statutes, are amended to read:

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288.0655 Rural Infrastructure Fund.—

(1) There is created within the department the Rural Infrastructure Fund to facilitate the planning, preparing, and financing of infrastructure ~~projects~~ in rural communities which will encourage job creation, capital investment, and the strengthening and diversification of rural economies by promoting tourism, trade, and economic development.

(2)

(b) To facilitate access of rural communities and rural areas of opportunity as defined by the Rural Economic Development Initiative to infrastructure funding programs of the Federal Government, such as those offered by the United States Department of Agriculture and the United States Department of Commerce, and state programs, including those offered by Rural Economic Development Initiative agencies, and to facilitate local government or private infrastructure funding efforts, the department may award grants for up to 75 ~~50~~ percent of the total infrastructure project cost, or up to 100 percent of the total infrastructure project cost for a project located in a rural community as defined in s. 288.0656(2)(e) or a rural area of opportunity as defined in s. 288.0656(2)(d), either of which is also located in a fiscally constrained county as defined in s. 218.67(1). ~~Eligible projects must be related to specific job-creation or job-retention opportunities.~~ Eligible uses of funds ~~projects~~ may also include improving any inadequate infrastructure that has resulted in regulatory action that prohibits economic or community growth, reducing the costs to community users of proposed infrastructure improvements that exceed such costs in comparable communities, and improving

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access to and the availability of broadband Internet service. Eligible uses of funds shall include improvements to public infrastructure for industrial or commercial sites, upgrades to or development of public tourism infrastructure, and improvements to broadband Internet service and access in unserved or underserved rural communities. Improvements to broadband Internet service and access must be conducted through a partnership or partnerships with one or more dealers, as defined in s. 202.11(2), and the partnership or partnerships must be established through a competitive selection process that is publicly noticed. Authorized infrastructure may include the following public or public-private partnership facilities: storm water systems; telecommunications facilities; broadband facilities; roads or other remedies to transportation impediments; nature-based tourism facilities; or other physical requirements necessary to facilitate tourism, trade, and economic development activities in the community. Authorized infrastructure may also include publicly or privately owned self-powered nature-based tourism facilities, publicly owned telecommunications facilities, and broadband facilities, and additions to the distribution facilities of the existing natural gas utility as defined in s. 366.04(3)(c), the existing electric utility as defined in s. 366.02, or the existing water or wastewater utility as defined in s. 367.021(12), or any other existing water or wastewater facility, which owns a gas or electric distribution system or a water or wastewater system in this state where:

1. A contribution-in-aid of construction is required to serve public or public-private partnership facilities under the

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tariffs of any natural gas, electric, water, or wastewater utility as defined herein; and

2. Such utilities as defined herein are willing and able to provide such service.

(c) ~~To facilitate timely response and induce the location or expansion of specific job creating opportunities,~~ The department may award grants of up to \$300,000 for infrastructure feasibility studies, design and engineering activities, or other infrastructure planning and preparation activities. ~~Authorized grants shall be up to \$50,000 for an employment project with a business committed to create at least 100 jobs; up to \$150,000 for an employment project with a business committed to create at least 300 jobs; and up to \$300,000 for a project in a rural area of opportunity.~~ Grants awarded under this paragraph may be used in conjunction with grants awarded under paragraph (b), ~~provided that the total amount of both grants does not exceed 30 percent of the total project cost.~~ In evaluating applications under this paragraph, the department shall consider the extent to which the application seeks to minimize administrative and consultant expenses.

(e) To enable local governments to access the resources available pursuant to s. 403.973(18), the department may award grants for surveys, feasibility studies, and other activities related to the identification and preclearance review of land which is suitable for preclearance review. Authorized grants under this paragraph do not require a local match and may not exceed \$75,000 each, except in the case of a project in a rural area of opportunity, in which case the grant may not exceed \$300,000. ~~Any funds awarded under this paragraph must be matched~~

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at a level of 50 percent with local funds, except that any funds awarded for a project in a rural area of opportunity must be matched at a level of 33 percent with local funds. If an application for funding is for a catalyst site, as defined in s. 288.0656, the requirement for local match may be waived pursuant to the process in s. 288.06561. In evaluating applications under this paragraph, the department shall consider the extent to which the application seeks to minimize administrative and consultant expenses.

(3) The department, in consultation with Enterprise Florida, Inc., the Florida Tourism Industry Marketing Corporation, the Department of Environmental Protection, and the Florida Fish and Wildlife Conservation Commission, as appropriate, shall review and certify applications pursuant to s. 288.061. The review shall include an evaluation of the economic benefit of the projects and their long-term viability. The department shall have final approval for any grant under this section.

Section 5. This act shall take effect July 1, 2023.

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

ALACHUA COUNTY

(\$15,000 - 3 votes)

Elizabeth Reyes, APR, CPRC

Sales and Marketing Manager
Visit Gainesville, Alachua County
352.260.5786
ereyes@alachuacounty.us

Vacant

Vacant

BRADFORD COUNTY

(\$3,000 - 2 votes)

The Honorable Carolyn Spooner

Bradford County
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Vacant

COLUMBIA COUNTY

(\$8,000 3 votes)

Rod Butler

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Alden Rosner

Sports Marketing Director
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Paula R. Vann

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www.springsrus.com

DIXIE COUNTY

(\$3,000 - 2 votes)

The Honorable Ryan Fulford

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Russ McCallister

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www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

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Patricia Watson

Executive Administrative Assistant
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HAMILTON COUNTY

(\$1,000 - 2 votes)

Chadd Mathis

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Mia Mauldin

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Planning, Land Use, and Zoning
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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

Suwannee River Rendezvous
828 NE Primrose Road
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(w) 386.294.2510
craigcolton@suwanneeriverrendezvous.com

LEVY COUNTY

(\$4,000 - 2 votes)

Tisha Whitehurst

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

Vacant**MADISON COUNTY**

(\$3,000 - 2 votes)

Jennifer Poore

Executive Director
Madison County
Chamber of Commerce & Tourism
182 NW College Loop
Madison, FL 32340
(w) 850.973.2788
jennifer@madisonfl.org

Ina Thompson

Madison County Tourist Development
Council Chair
182 NW College Loop
Madison, FL 32340
(w) 850.973.2788

SUWANNEE COUNTY

(\$4,000 - 2 votes)

Charissa Setzer

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

Teena Peavy, Secretary/Treasurer

Marketing Director
Spirit of the Suwannee Music Park
3076 95th Drive
Live Oak, Florida 32060
(w) 386.364.1683
teena@musicliveshere.com
www.musicliveshere.com

TAYLOR COUNTY

(\$4,000 - 2 votes)

Dawn Perez

Executive Director
Taylor County Chamber of Commerce
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Perry, FL 32347
(w) 850.584.5366
(c) 850.843.0992
taylorchamber@fairpoint.net
www.taylorcountychamber.com

Sandy Beach

20845 Keaton Beach Drive
Perry, FL 32348
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(c) 850.843.1546
sandybeach8431546@gmail.com

UNION COUNTY

(\$1,000 - 1 vote)

Vacant

WAKULLA COUNTY

(\$3,000 - 2 votes)

Elizabeth Hughes

Public Relations Specialist
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Kinsey Miller

Public Information Officer &
Tourist Development Coordinator
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STAFF***Lauren Yeatter***

Senior Planner
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Scott R. Koons

Executive Director
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(w) 352.955.2200 ext. 101
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**THE ORIGINAL FLORIDA TOURISM TASK FORCE
VOLUNTEERS, CONSULTANTS AND OTHERS**

as of 3/9/2023

VOLUNTEERS, CONSULTANTS AND OTHERS

Donna Creamer - Travel Show Coordinator

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

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2023
Visit Natural North Florida
Meeting Dates and Counties



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

January 19:	<u>Columbia County</u>
February 16:	<u>Madison County</u>
March 16:	<u>Dixie County</u>
April 20:	<u>Jefferson County</u>
May 18:	<u>Wakulla County</u>
June 15:	<u>Gilchrist County</u>
July 20:	<u>VISIT FLORIDA, Tallahassee</u>
August 17:	<u></u>
September 21:	<u>Taylor County</u>
October 19:	<u></u>
November 16:	<u>Alachua County</u>
December 21:	<u>Alachua County (Council Office)</u>

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

