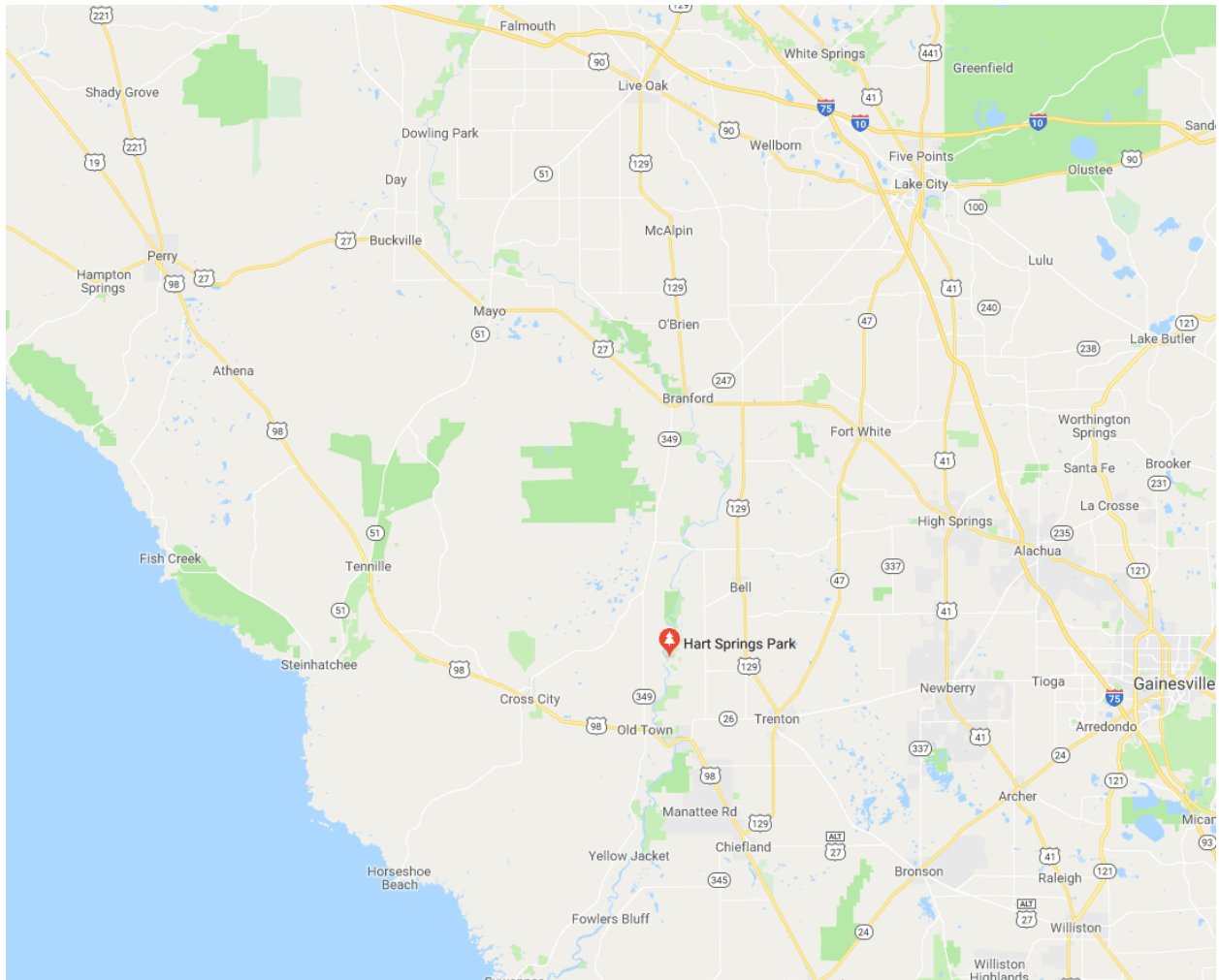




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **June 15, 2023**. The meeting will be held at **Hart Springs, 4240 SW 86th Avenue, Bell, Florida**, beginning at **10:00 a.m.**



Hart Springs
4240 SW 86th Avenue
Bell, FL 32619

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

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

**June 15, 2023
Thursday, 10:00 a.m.**

PAGE NO.

I.	Call to Order, Introductions	
II.	Approval of Agenda	3
III.	Approval of May 18, 2023 Meeting Minutes	5
IV.	Old Business	
	A. Committee Reports	
	1. Finance Committee	
	a. Monthly Financial Report Review and Approval - April 30, 2023	7
	B. Fiscal Year 2022-23 Regional Rural Development Grant	23
	1. Website	
	2. e-newsletter	
	3. Domestic Travel Shows	
	4. Advertising Campaign	
	5. Scholarships	
	6. Professional Organization Memberships	
	C. VISIT FLORIDA	
	1. Monthly Report	
	D. Staff Items	
	E. Other Old Business	
	1. Update Task Force Member Contact Information	25
	2. Task Force 2023 Meeting Schedule and County Assignments	29
	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 July 20, 2023 in Tallahassee at the VISIT FLORIDA office.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

St. Marks National Wildlife Refuge Visitor Center
1255 Lighthouse Road, St. Marks, FL
Wakulla County

May 18, 2023
Thursday, 11:00 a.m.

MEMBERS PRESENT

Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Craig Colton, Lafayette County, Chair
Katrina Richardson, Jefferson County
Charissa Setzer, Suwannee County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Adrienne Glass, Advance Travel & Tourism
Kay McCallister, Visit Dixie
Jesse Sampley, Meridian Pursuit
Ralph Thomas, Wakulla County Commissioner

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
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Tisha Whitehurst, Levy County
Ina Thompson, Madison County
Jennifer Poore, Madison County
Teena Peavey, Suwannee County, Treasurer
Dawn Perez, Taylor County
Sandy Beach, Taylor County

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 11:06 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 MARCH 16, 2023 MINUTES

Chair Colton asked for approval of the March 16, 2023 meeting minutes.

ACTION: Charissa Setzer moved and Katrina Richardson seconded to approve the March 16, 2023 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

- a. Monthly Financial Reports Review and Approval -
February 28, 2023 and March 31, 2023

ACTION: Bryan Freeman moved and Kinsey Miller seconded to accept the February 28, 2023 and March 31, 2023 monthly financial reports as presented. The motion passed unanimously.

2. Marketing Committee

ACTION: Patricia Watson moved and Bryan Freeman seconded to authorize the Marketing Committee to advertise Requests for Proposals and select a firm to conduct a digital marketing campaign. The motion passed unanimously.

B. Fiscal Year 2022-23 Regional Rural Development Grant

1. Website
2. e-newsletter
3. Domestic Travel Shows
4. Advertising Campaign
5. Scholarships
 - a. Southeast Tourism Society Marketing College, June 4-9, 2023

ACTION: Kinsey Miller moved and Katrina Richardson seconded to authorize staff to register Kay McCallister to replace Kinsey Miller as an attendee for Marketing College to be held June 4-9, 2023. The motion passed unanimously.

6. Professional Organization Memberships
7. Approval of First Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Katrina Richardson seconded to approve and authorize staff to submit the First Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. VISIT FLORIDA -

1. Monthly Report

D. Staff Items

1. The Task Force discussed having virtual/in-person hybrid meetings.

E. Other Old Business

1. Updated Task Force Member Contact Information
2. Task Force 2023 Meeting Schedule and County Assignments

F. Announcements

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

V. NEW BUSINESS - None

VI. LEADERSHIP FORUM - Tour of trails around the Lighthouse at St. Marks National Wildlife Refuge.

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., June 15, 2023 to be held in Gilchrist County at a location to be determined.

The meeting adjourned at 12:40 p.m.

Craig Colton, Chair

6/15/23
Date

Minutes prepared by Lauren Yeatter of the North Central Florida Regional Planning Council
r:\original florida\task force meetings\minutes\2023\of_minutes_05-18-23.docx

The Original Florida Tourism Task Force

Balance Sheet

As of April 30, 2023

	Apr 30, 23
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	155,243.55
Total Checking/Savings	155,243.55
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	209,290.61
TOTAL ASSETS	209,290.61
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	8,584.25
Total Accounts Payable	8,584.25
Other Current Liabilities	
Due to NCFRPC	-95.42
Total Other Current Liabilities	-95.42
Total Current Liabilities	8,488.83
Total Liabilities	8,488.83
Equity	
Unrestricted Earnings	182,388.21
Net Income	18,413.57
Total Equity	200,801.78
TOTAL LIABILITIES & EQUITY	209,290.61

4:49 PM

06/06/23

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

April 2023

	Apr 23
Net Income	0.00

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 04/28/2023

	Apr 28, 23	
Beginning Balance		159,462.10
Cleared Transactions		
Checks and Payments - 3 items	-3,983.53	
Total Cleared Transactions	-3,983.53	
Cleared Balance		155,478.57
Uncleared Transactions		
Checks and Payments - 1 item	-235.02	
Total Uncleared Transactions	-235.02	
Register Balance as of 04/28/2023		155,243.55
New Transactions		
Checks and Payments - 3 items	-13,684.25	
Total New Transactions	-13,684.25	
Ending Balance		141,559.30

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 04/28/2023

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						159,462.10
Cleared Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	03/23/2023	1625	Southeast Tourism ...	X	-335.00	-335.00
Bill Pmt -Check	03/23/2023	1624	Florida Department ...	X	-61.25	-396.25
Bill Pmt -Check	04/06/2023	1626	Creamer Donna	X	-3,587.28	-3,983.53
Total Checks and Payments					-3,983.53	-3,983.53
Total Cleared Transactions					-3,983.53	-3,983.53
Cleared Balance					-3,983.53	155,478.57
Uncleared Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	08/11/2022	1596	Colton, Craig		-235.02	-235.02
Total Checks and Payments					-235.02	-235.02
Total Uncleared Transactions					-235.02	-235.02
Register Balance as of 04/28/2023					-4,218.55	155,243.55
New Transactions						
Checks and Payments - 3 items						
Bill Pmt -Check	05/19/2023	1628	N Central FL Region...		-8,584.25	-8,584.25
Bill Pmt -Check	05/19/2023	1629	Southeast Tourism ...		-3,100.00	-11,684.25
Bill Pmt -Check	05/19/2023	1627	Creamer Donna		-2,000.00	-13,684.25
Total Checks and Payments					-13,684.25	-13,684.25
Total New Transactions					-13,684.25	-13,684.25
Ending Balance					-17,902.80	141,559.30



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002352 FCC31545042923052056 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 4/28/23
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

Account Number XXXXXXX2204
Previous Balance 159,462.10
Deposits/Credits .00
3 Checks/Debits 3,983.53
Service Charges .00
Interest Paid .00
Ending Balance 155,478.57

Images 3
Statement Dates 4/03/23 thru 4/30/23
Days in this Statement Period 28
Avg Ledger Balance 156,461.32
Avg Collected Balance 156,461.32

CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
4/04	1624	61.25	4/10	1626	3,587.28
4/10	1625	335.00			

* Denotes missing check numbers

DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
4/03	159,462.10	4/04	159,400.85	4/10	155,478.57

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

RECEIVED

MAY 15 2023

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



Natural North Florida THE ORIGINAL FLORIDA TOURISM DISCOUNT CARD
3000 N. W. 17th Ave., Suite 100, Ft. Lauderdale, FL 33304-4199
800-368-7141

Original City 1824

DATE 3/23/2023

AMOUNT \$781.25

Florida Department of State

State Dept. and 3000 N. W. 17th Ave., Suite 100, Ft. Lauderdale, FL 33304-4199

Florida Department of State
Division of Corporations
P.O. Box 6199
Tallahassee, FL 32314-6199

MEMO

⑈001671⑈ ⑈063100688⑈ ⑈224792204⑈

1624 04/04/2023 \$61.25

Natural North Florida THE ORIGINAL FLORIDA TOURISM DISCOUNT CARD
3000 N. W. 17th Ave., Suite 100, Ft. Lauderdale, FL 33304-4199
800-368-7141

Original City 1825

DATE 3/23/2023

AMOUNT \$335.00

Southeast Tourism Society

Three Hundred Thirty-five and 00/100

Southeast Tourism Society
1425 Market Boulevard Suite
Suite 500 # 528
Roswell, GA 30076-0723

MEMO

⑈001675⑈ ⑈063100688⑈ ⑈224792204⑈

1625 04/10/2023 \$335.00

Natural North Florida THE ORIGINAL FLORIDA TOURISM DISCOUNT CARD
3000 N. W. 17th Ave., Suite 100, Ft. Lauderdale, FL 33304-4199
800-368-7141

Original City 1826

DATE 4/6/2023

AMOUNT \$3,587.28

Donna Creamer

Three Thousand Five Hundred Eighty-seven and 28/100

Donna Creamer
ARBY NEW 6000 Ave
Del. FL 32519

MEMO

⑈001676⑈ ⑈063100688⑈ ⑈224792204⑈

1626 04/10/2023 \$3,587.28





Capital City Bank

6/7/2023 9:55 PM

Tourism Task Force

*****2204

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

Visit Natural North Florida

THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 N.W. 67TH PLACE
GAINESVILLE, FLORIDA 32653-1603
352.965.2200

Capital City Bank

1624

63-68/631

3/23/2023

PAY TO THE ORDER OF Florida Department of State

\$**61.25

Sixty-One and 25/100***** DOLLARS

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

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

MP

Shield

00 16 24 0063 100688 0224792204

Amount: \$-61.25

Statement Description: Check

Check Number: 1624

Posted Date: 4/4/2023

Type: Debit

Status: Posted



Capital City Bank

6/7/2023 9:55 PM

Tourism Task Force

*****2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		63-68/631	Capital City Bank	1625
PAY TO THE ORDER OF Southeast Tourism Society					3/23/2023	
Three Hundred Thirty-Five and 00/100					\$**335.00	DOLLARS
Southeast Tourism Society 1425 Market Boulevard Suite Suite 530 # 324 Roswell, GA 30076-6723						
MEMO						
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW		HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT				
00016250		0063100688		0224792204		

Seq: 2
Dep: 000019
Date: 04/08/23

☐ ENDORSE HERE
☐ CHECK HERE AFTER
☐ MOBILE OR REMOTE DEPOSIT DATE _____
 SOUTHEAST TOURISM SOCIETY
 SOUTHEAST TOURISM SOCIETY
 DEPOSIT SLIP
 000052458911

Amount: \$-335.00
 Statement Description: Check
 Check Number: 1625
 Posted Date: 4/10/2023
 Type: Debit
 Status: Posted



Tourism Task Force

*****2204

[illegible]

ENDORSE HERE

Dennis Bremer

CHECK HERE AFTER
☐ MOBILE OR REMOTE DEPOSIT DATE

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

104102123 066001000269290 5063100688

Amount: \$-3,587.28

Statement Description: Check

Check Number: 1626

Posted Date: 4/10/2023

Type: Debit

Status: Posted

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

As of April 30, 2023

(These financial statements are unaudited)

	Budget	April 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	0.00	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	0.00	90,196.81	(35,103.19)
Expenses				
Marketing				
Planning				
VisaVues Domestic & International Editions	0.00	0.00	6,578.00	6,578.00
Total Planning	0.00	0.00	6,578.00	6,578.00
Website				
Website Blogs	0.00	0.00	0.00	0.00
Web Hosting & Maintenance Services	6,000.00	0.00	6,000.00	0.00
Total Website	6,000.00	0.00	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	0.00	2,809.19	2,809.19
Washington DC Travel & Adventure Show	7,000.00	0.00	3,479.09	(3,520.91)
Atlanta Travel & Adventure Show	7,000.00	0.00	4,882.28	(2,117.72)
VF Florida Huddle	0.00	0.00	2,027.32	2,027.32
Total Trade Shows	14,000.00	0.00	16,055.50	2,055.50
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	0.00	9,000.00	0.00
Quarterly eNewsletters	5,100.00	0.00	2,361.00	(2,739.00)
Total Advertising	32,400.00	0.00	19,664.25	(12,735.75)
Total Marketing Expenses	52,400.00	0.00	48,297.75	(4,102.25)
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	1,875.00	(3,725.00)
NCFRPC - Admin Program Fees FY 2022-23	12,500.00	0.00	6,250.00	(6,250.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	61.25	(238.75)

The Original Florida Tourism Task Force
Income and Expenses - Budget vs. Actual
As of April 30, 2023

(These financial statements are unaudited)

	Budget	April 2023	Year to Date	Over/(Under) Budget
Other Admin Expenses Miscellaneous	2,000.00	0.00	3,847.31	1,847.31
Postage	300.00	0.00	79.56	(220.44)
Travel Show Service Program Fee	2,200.00	0.00	4,000.00	1,800.00
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	25,400.00	0.00	17,988.12	(7,411.88)
Memberships				
Visit Florida	750.00	0.00	0.00	(750.00)
Southeast Tourism Society	325.00	0.00	335.00	10.00
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	335.00	(1,165.00)
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	2,581.19	(3,668.81)
Dean Fowler Internship	6,250.00	0.00	2,581.18	(3,668.82)
Total Internships	12,500.00	0.00	5,162.37	(7,337.63)
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	0.00	23,485.49	(49,414.51)
Total Expenses	125,300.00	0.00	71,783.24	(53,516.76)
Net Income	0.00	0.00	18,413.57	18,413.57

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

The Original Florida Tourism Task Force MEMBERS as of 4/11/2023

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
Board of County Commissioners
945 North Temple Avenue
Starke, FL 32091
(w) 352.473.7033
(o) 904.966.6327
(f) 352.473.5907
carolyn_spooner@bradfordcountyfl.gov

Vacant

COLUMBIA COUNTY

(\$8,000 3 votes)

Rod Butler

General Manager
Holiday Inn Hotel and Suites
213 SW Commerce Boulevard
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(w) 386.487.1080
gm@hilakecityfl.com

Alden Rosner

Sports Marketing Director
Columbia County
Tourist Development Council
P.O. Box 1847
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(w) 386.719.1453
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Paula R. Vann

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Columbia County
Tourist Development Council
P.O. Box 1847
Lake City, FL 32056
(w) 386.758.1312
pvann@columbiacountyfla.com
www.springsrus.com

DIXIE COUNTY

(\$3,000 - 2 votes)

The Honorable Ryan Fulford

Cross City Councilmember
Town of Cross City
P.O. Box 417
Cross City, FL 32628
(w) 352.498.3306
(c) 352.356.1605
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Russ McCallister

Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
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(h) 352.325.1520
(c) 352.258.0189
russ776@bellsouth.net
www.visitdixie.com
www.suwanneeguides.com

GILCHRIST COUNTY

(\$2,000 - 2 votes)

Bryan M. Freeman Jr.

Hart Springs Park Manager
4240 SW 86th Ave.
Bell, FL 32619
(w) 352.463.3444
(c) 352.318.3120
bfreeman@gilchrist.fl.us

Patricia Watson

Executive Administrative Assistant
City of Trenton
500 North Main Street
Trenton, FL 32693
(w) 352.463.4000
pwatson@trentonflorida.org

HAMILTON COUNTY

(\$1,000 - 2 votes)

Chadd Mathis

Economic Development Director
Hamilton County Development Authority
1153 US Hwy 41 NW Suite 4
Jasper, Florida 32052
(w) 386.855.1426
cmathis@hamiltoncda.org

Mia Mauldin

Hamilton County Tourism Development/
Planning, Land Use, and Zoning
1153 US Hwy 41 NW
Jasper, Florida 32052
(w) 386.792.6639
hamiltontdc@windstream.net

JEFFERSON COUNTY

(\$2,000 - 2 votes)

Katrina Richardson

Executive Director
Monticello-Jefferson County
Chamber of Commerce
420 West Washington Street
Monticello, FL 32344
(w) 850.997.5552
info@monticellojeffersonfl.com

David Ward

Monticello-Jefferson County
Tourism Development Council
420 West Washington Street
Monticello, FL 32344
(w) 850.519.5543
dwardpa@embarqmail.com

LAFAYETTE COUNTY

(\$1,000 - 1 vote)

Craig Colton, Chair

Suwannee River Rendezvous
828 NE Primrose Road
Mayo, FL 32066
(w) 386.294.2510
craigcolton@suwanneeriverrendezvous.com

LEVY COUNTY

(\$4,000 - 2 votes)

Melinda "Mendy" Allen

352.222.8585
mendy.pelican@gmail.com

Tisha Whitehurst

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

MADISON COUNTY

(\$3,000 - 2 votes)

Jennifer Poore

Executive Director
Madison County
Chamber of Commerce & Tourism
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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
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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
428 North Jefferson Street
Perry, FL 32347
(w) 850.584.5366
(c) 850.843.0992
taylorchamber@fairpoint.net
www.taylorcountychamber.com

Sandy Beach

20845 Keaton Beach Drive
Perry, FL 32348
850.578.2898
(c) 850.843.1546
sandybeach8431546@gmail.com

UNION COUNTY

(\$1,000 - 1 vote)

Vacant

WAKULLA COUNTY

(\$3,000 - 2 votes)

Elizabeth Hughes

Public Relations Specialist
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Kinsey Miller

Public Information Officer &
Tourist Development Coordinator
Wakulla County
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STAFF

Lauren Yeatter

Senior Planner
Visit Natural North Florida
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Scott R. Koons

Executive Director
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(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 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>Suwannee County</u>
September 21:	<u>Taylor County</u>
October 19:	<u>Lafayette County</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	✓

