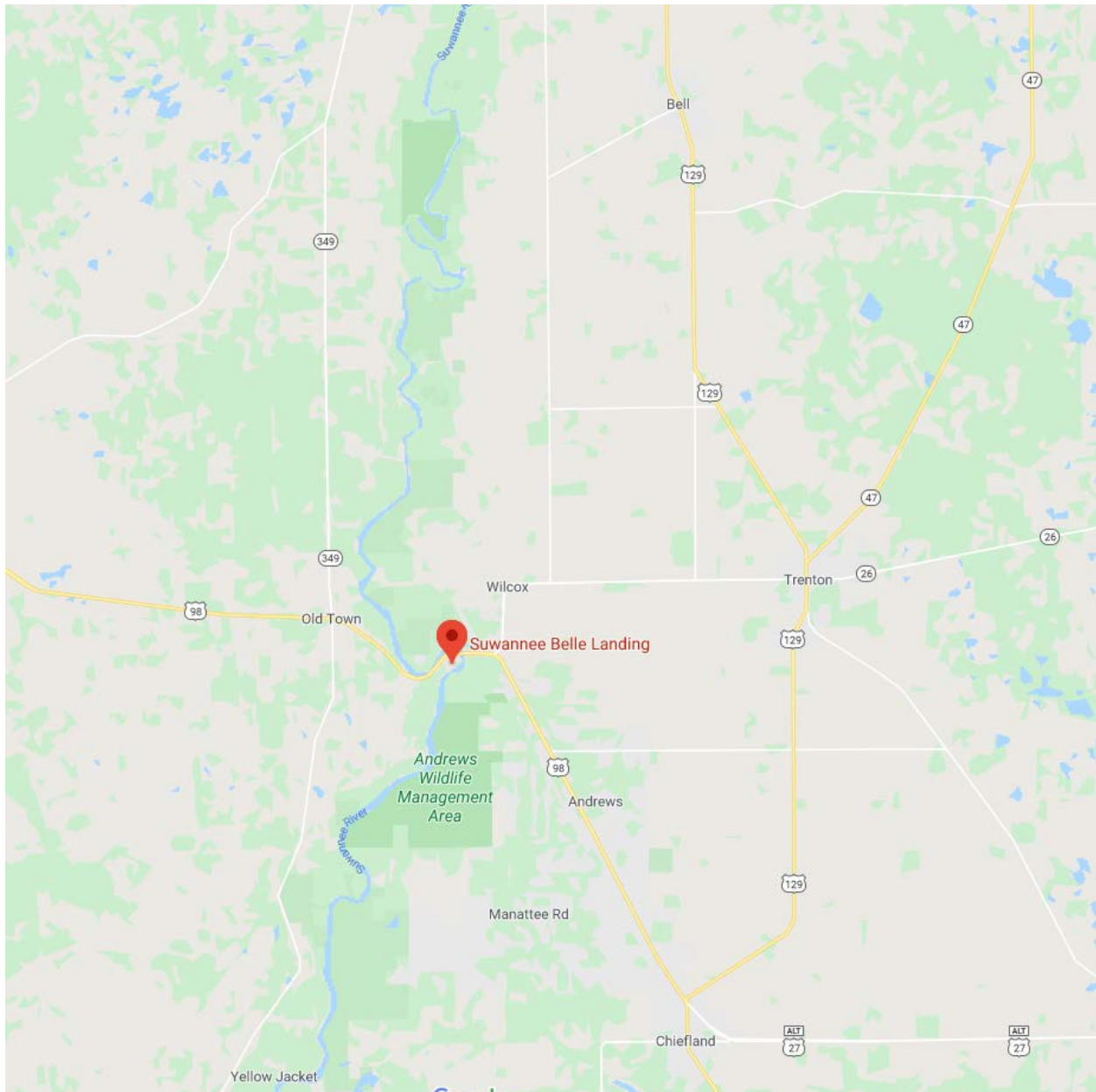




MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **July 21, 2022**. The meeting will be held at **Suwannee Belle Landing, 282 Southeast 989 Street, Old Town, Florida**, beginning at **10:00 a.m.**



Suwannee Belle Landing
282 Southeast 989 Street
Old Town, FL 32680

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Suwannee Belle Landing
282 Southeast 989 Street
Old Town, FL 32680**

**July 21, 2022
Thursday, 10:00 a.m.**

PAGE NO.

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III.	Approval of June 16, 2022 Meeting	
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V.	Old Business	
	A. Committee Reports	
	1. Finance Committee	
	a. Monthly Financial Report Review and Approval	
	(1) May 31, 2022	9
	B. Fiscal Year 2021-22 Regional Rural Development Grant	21
	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	
	C. VISIT FLORIDA -	
	1. Monthly Report	
	2. VISIT FLORIDA Domestic Press Trip	
	D. Staff Items -	
	1. Task Force Retreat	
	E. Other Old Business	
	1. Update Task Force Member Contact Information	29
	2. 2022 Meeting Dates and Locations	33

F. Announcements

VI. NEW BUSINESS

VII. Leadership Forum: TBD

VIII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled to be held at 10:00 a.m. on August 18, 2022 in Lafayette County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Backdoor Bistro Meeting Hall
124 South Jefferson Street, Perry, FL
Taylor County

June 16, 2022
Thursday, 10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Alden Rosner, Columbia County
Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Jackie Blount, Madison County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Anne Glick, Florida Fish and Wildlife
Conservation Commission
Breana Dacks, VISIT FLORIDA
Roland Loog, Task Force Volunteer

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Elizabeth Reyes, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Paula Vann, Columbia County
Ryan Fulford, Dixie County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Marlene Squires-Swanson, Madison County
Teena Peavey, Suwannee County, Treasurer
Sandy Beach, Taylor County
Dale Walker, Union County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the absence of the Chair and Vice-Chair, Lauren Yeatter called the meeting to order at 10:04 a.m.

ACTION: Patricia Watson moved and Alden Rosner seconded to elect Dawn Perez to serve as Acting Chair for meeting. The motion passed unanimously.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE MAY 19, 2022 MINUTES

Acting Chair Perez asked for approval of the May 19, 2022 meeting minutes.

ACTION: Patricia Watson moved and Jackie Blount seconded to approve the May 19, 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 -
April 30, 2022

ACTION: Bryan Freeman moved and Russ McCallister seconded to accept the April 30, 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

ACTION: Ron Gromell moved and Charissa Setzer seconded to authorize the placement of a two-panel size advertisement in the 2023 Visit Florida Transportation Map. The motion passed unanimously.

- 7. Brochure Distribution
- 8. Scholarships
- 9. Professional Organization Memberships
- 10. Approval of First Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Bryan Freeman seconded to approve the First Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. VISIT FLORIDA -

1. Monthly Report

Brenna Dacks gave the Visit Florida monthly report.

2. VISIT FLORIDA Domestic Press Trip

D. Staff Items -

1. Itinerary Workshop

E. Other Old Business

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

F. Announcements

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

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., July 21, 2022 to be held in Dixie County at a location to be determined.

The meeting adjourned at 11:46 a.m.

Craig Colton, Chair

7/21/22
Date

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

The Original Florida Tourism Task Force

Balance Sheet

As of May 31, 2022

	May 31, 22
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - Capital City	141,680.52
Total Checking/Savings	141,680.52
Accounts Receivable	
Accounts Receivable	50,000.00
Total Accounts Receivable	50,000.00
Other Current Assets	
Prepaid Expense	439.00
Prepaid Registration Fees	6,695.00
Total Other Current Assets	7,134.00
Total Current Assets	198,814.52
TOTAL ASSETS	198,814.52
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	3,825.00
Total Accounts Payable	3,825.00
Total Current Liabilities	3,825.00
Total Liabilities	3,825.00
Equity	
Unrestricted Earnings	156,108.50
Net Income	38,881.02
Total Equity	194,989.52
TOTAL LIABILITIES & EQUITY	198,814.52

4:27 PM

07/12/22

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

May 2022

	May 22
Net Income	0.00

3:07 PM

06/15/22

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 05/31/2022

	<u>May 31, 22</u>
Beginning Balance	141,680.52
Cleared Balance	141,680.52
Register Balance as of 05/31/2022	141,680.52
New Transactions	
Checks and Payments - 1 item	<u>-3,825.00</u>
Total New Transactions	<u>-3,825.00</u>
Ending Balance	<u><u>137,855.52</u></u>

3:07 PM

06/15/22

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 05/31/2022

Type	Date	Num	Name	Clr	Amount	Balance
Beginning Balance						141,680.52
Cleared Balance						141,680.52
Register Balance as of 05/31/2022						141,680.52
New Transactions						
Checks and Payments - 1 item						
Bill Pmt -Check	06/02/2022	1588	Southeast Tourism ...		-3,825.00	-3,825.00
Total Checks and Payments					-3,825.00	-3,825.00
Total New Transactions					-3,825.00	-3,825.00
Ending Balance					-3,825.00	137,855.52



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00000030 FCC31545060122065842 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 5/31/22
Primary Account

Page 1
xxxxxxx2204

A Capital City Bank Visa Debit Card with chip technology is the perfect way to pay for every "little" thing. From the donut shop to the dime store, a debit card is a safe, easy way to purchase anything-no matter how small. Request your card today!

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS		Images	0
Account Number	xxxxxxx2204	Statement Dates	5/02/22 thru 5/31/22
Previous Balance	141,680.52	Days in this Statement Period	30
Deposits/Credits	.00	Avg Ledger Balance	141,680.52
Checks/Debits	.00	Avg Collected Balance	141,680.52
Service Charges	.00		
Interest Paid	.00		
Ending Balance	141,680.52		

DAILY BALANCE INFORMATION

Date 5/02 Balance 141,680.52

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

RECEIVED

JUN 07 2022

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of May 31, 2022

(These financial statements are unaudited)

	Budget	May 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	0.00	(23,300.00)
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	87,907.31	(29,992.69)
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 FI 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	1,886.34	1,886.34
Total Trade Shows	7,500.00	0.00	3,146.75	(4,353.25)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of May 31, 2022

(These financial statements are unaudited)

	Budget	May 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	4,315.96	(6,684.04)
Go! Adventure Planning Guide Virtual	0.00	0.00	0.00	0.00
Total Advertising	20,000.00	0.00	21,619.21	1,619.21
Total Marketing Expenses	42,400.00	0.00	35,015.96	(7,384.04)
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	1,875.00	(3,725.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	6,250.00	(6,250.00)
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	0.00	0.00	(2,000.00)
Postage	300.00	0.00	69.15	(230.85)
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	0.00	11,230.40	(18,869.60)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	0.00	(600.00)
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
Total Memberships	1,500.00	0.00	175.00	(1,325.00)
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)
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	0.00	(6,900.00)

The Original Florida Tourism Task Force

Income and Expenses - Budget vs. Actual

As of May 31, 2022

(These financial statements are unaudited)

	Budget	May 2022	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	0.00	1,139.97	(5,110.03)
Dean Fowler Internship	6,250.00	0.00	1,139.96	(5,110.04)
Total Internships	<u>12,500.00</u>	<u>0.00</u>	<u>2,279.93</u>	<u>(10,220.07)</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>0.00</u>	<u>13,685.33</u>	<u>(61,814.67)</u>
 Total Expenses	<u>117,900.00</u>	<u>0.00</u>	<u>48,701.29</u>	<u>(69,198.71)</u>
Net Income	<u>0.00</u>	<u>0.00</u>	<u>39,206.02</u>	<u>39,206.02</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.

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 9/23/2021

ALACHUA COUNTY

(\$15,000 - 3 votes)

Brian Avery

Lecturer

University of Florida Department of Sport
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BRADFORD COUNTY

(\$3,000 - 2 votes)

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The Honorable Daniel Riddick

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COLUMBIA COUNTY

(\$8,000 3 votes)

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DIXIE COUNTY

(\$3,000 - 2 votes)

The Honorable Ryan Fulford

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GILCHRIST COUNTY

(\$2,000 - 2 votes)

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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)

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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

Director
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MADISON COUNTY

(\$3,000 - 2 votes)

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Marlene Squires-Swanson

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SUWANNEE COUNTY

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Teena Peavy, Secretary/Treasurer

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TAYLOR COUNTY

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UNION COUNTY

(\$1,000 - 1 vote)

Dale Walker

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WAKULLA COUNTY

(\$3,000 - 2 votes)

Natalie Knowles

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Wakulla County Board of County
Commissioners
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2022.docx

**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

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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>Columbia County</u>
November 17:	<u>Levy County</u>
December 16:	<u>Alachua County (Council Office)</u>

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

