



MEETING NOTICE

There will be a hybrid meeting of the Original Florida Tourism Task Force on **August 17, 2023**. The meeting will be held in-person at the **Spirit of Suwannee Music Park & Campground, 3076 95th Drive, Live Oak, Florida**, beginning at **10:00 a.m.** and via communications media technology.

LINK: <https://meet.goto.com/553925741>

DIAL IN NUMBER: **Toll Free 1.877.309.2073**

CONFERENCE CODE: **553-925-741**



Spirit of Suwannee Music Park & Campground
3076 95th Drive
Live Oak, Florida

The Original Florida

Visit Natural
NORTH FLORIDA

**TOURISM TASK FORCE
Meeting Agenda**

**Spirit of Suwannee Music Park & Campground
3076 95th Drive, Live Oak, FL and
Via Communications Media Technology**

**August 17, 2023
Thursday, 10:00 a.m.**

PAGE NO.

| | | |
|------|--|----|
| I. | Call to Order, Introductions | |
| II. | Approval of Agenda | 3 |
| III. | Approval of July 20, 2023 Meeting Minutes | 5 |
| IV. | Old Business | |
| | A. Committee Reports | |
| | 1. Finance Committee | |
| | a. Monthly Financial Report Review and Approval - June 30, 2023 | 7 |
| | 2. Nominating Committee | |
| B. | Fiscal Year 2022-23 Regional Rural Development Grant | 25 |
| | 1. Website | |
| | 2. e-newsletter | |
| | 3. Domestic Travel Shows | |
| | 4. Advertising Campaign | |
| | 5. Scholarships - Florida Governor's Conference on Tourism | |
| | 6. Professional Organization Memberships | |
| | 7. Approval of Second Quarter Report and Reimbursement Submittal Package | 27 |
| C. | VISIT FLORIDA | |
| | 1. Monthly Report | |
| D. | Staff Items | |
| E. | Other Old Business | |
| | 1. Update Task Force Member Contact Information | 43 |
| | 2. Task Force 2023 Meeting Schedule and County Assignments | 47 |
| F. | Announcements | |

V. NEW BUSINESS - None

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 September 21, 2023 in Taylor County at a location to be determined.

MINUTES OF
The Original Florida
TOURISM TASK FORCE

VISIT FLORIDA Office
101 North Monroe Street, Suite 900, Tallahassee, FL and
Via Communications Media Technology

July 20, 2023
Thursday, 10:00 a.m.

MEMBERS PRESENT

Alden Rosner, Columbia County (Virtual)
Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County (Virtual)
Patricia Watson, Gilchrist County
Chadd Mathis, Hamilton County (Virtual)
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Tisha Whitehurst, Levy County (Virtual)
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

OTHERS PRESENT

Bobbie Breo, Madison County
Tourist Development Council
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Brett Laiken, VISIT FLORIDA (Virtual)
Sally Davis, VISIT FLORIDA
David Dodd, VISIT FLORIDA
Chris Smith, VISIT FLORIDA
Theresa Sterling, Jefferson County
Tourist Development Council
Stew Lilker, Columbia County Observer (Virtual)

MEMBERS ABSENT

Elizabeth Reyes, Alachua County
Carolyn Spooner, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Ryan Fulford, Dixie County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Melinda Allen, Levy County
Ina Thompson, Madison County
Jennifer Poore, Madison County
Teena Peavey, Suwannee County, Treasurer
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 10:01 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE JUNE 15, 2023 MINUTES

Chair Colton asked for approval of the June 15,, 2023 meeting minutes.

ACTION: Patricia Watson moved and Russ McCallister seconded to approve the June 15, 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 - May 31, 2023

ACTION: Kinsey Miller moved and Charissa Setzer seconded to accept the May 31, 2023 monthly financial report as presented. The motion passed unanimously.

2. Nominating Committee

ACTION: Katrina Richardson moved and Patricia Watson seconded to appoint Craig Colton, Donna Creamer, Elizabeth Hughes, and Tisha Whitehurst to the Nominating Committee. The motion passed unanimously.

B. Fiscal Year 2022-23 Regional Rural Development Grant

1. Website
2. e-newsletter
3. Domestic Travel Shows

ACTION: Russ McCallister moved and Dawn Perez seconded to add the North Central Florida Outdoor Expo to the Fiscal Year 2022-23 Travel Show Coordinator contract for payment. The motion passed unanimously.

4. Advertising Campaign
5. Scholarships

ACTION: Kinsey Miller moved and Charissa Setzer seconded to pay for registration for Craig Colton to attend the 2023 Florida Governor's Conference on Tourism, and to reimburse Katrina Richardson and Craig Colton for hotel and travel expenses for the conference. The motion passed unanimously.

6. Professional Organization Memberships

C. VISIT FLORIDA -

1. Monthly Report

D. Staff Items

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

A. Cooperative Regional Marketing Fee (Membership Dues)

ACTION: Dawn Perez moved and Kinsey Miller seconded to adopt the proposed dues structure beginning with Fiscal Year 2023-24 presented by staff. The motion passed unanimously.

VI. LEADERSHIP FORUM - Email Marketing Best Practices

Adrienne Glass, Advance Travel & Tourism

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled to be held at 10:00 a.m., August 17, 2023 in Suwannee County at the Spirit of Suwannee Music Park and Campground.

The meeting adjourned at 11:45 a.m.

, Chair

8/21/23
Date

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

r:\original florida\task force meetings\minutes\2023\of_minutes_07-20-23.docx

The Original Florida Tourism Task Force

Balance Sheet

As of June 30, 2023

| | Jun 30, 23 |
|---------------------------------------|-------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Cash in Bank - Capital City | 140,432.01 |
| Total Checking/Savings | 140,432.01 |
| Accounts Receivable | |
| Accounts Receivable | 52,000.00 |
| Total Accounts Receivable | 52,000.00 |
| Other Current Assets | |
| Prepaid Expense | 447.06 |
| Prepaid Registration Fees | 944.00 |
| Total Other Current Assets | 1,391.06 |
| Total Current Assets | 193,823.07 |
| TOTAL ASSETS | 193,823.07 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| Accounts Payable | 495.00 |
| Total Accounts Payable | 495.00 |
| Other Current Liabilities | |
| Due to NCFRPC | -95.42 |
| Total Other Current Liabilities | -95.42 |
| Total Current Liabilities | 399.58 |
| Total Liabilities | 399.58 |
| Equity | |
| Unrestricted Earnings | 182,388.21 |
| Net Income | 11,035.28 |
| Total Equity | 193,423.49 |
| TOTAL LIABILITIES & EQUITY | 193,823.07 |

11:49 AM

08/09/23

Accrual Basis

The Original Florida Tourism Task Force

Profit & Loss

June 2023

| | Jun 23 |
|---------------------------------|-----------|
| Expense | |
| Professional Enhancements | |
| Marketing College | 5,378.29 |
| Total Professional Enhancements | 5,378.29 |
| Total Expense | 5,378.29 |
| Net Income | -5,378.29 |

The Original Florida Tourism Task Force
Reconciliation Summary
Cash in Bank - Capital City, Period Ending 06/30/2023

| | Jun 30, 23 |
|-----------------------------------|------------|
| Beginning Balance | 144,894.32 |
| Cleared Transactions | |
| Checks and Payments - 4 items | -3,778.29 |
| Total Cleared Transactions | -3,778.29 |
| Cleared Balance | 141,116.03 |
| Uncleared Transactions | |
| Checks and Payments - 2 items | -684.02 |
| Total Uncleared Transactions | -684.02 |
| Register Balance as of 06/30/2023 | 140,432.01 |
| New Transactions | |
| Checks and Payments - 6 items | -2,679.33 |
| Total New Transactions | -2,679.33 |
| Ending Balance | 137,752.68 |

The Original Florida Tourism Task Force
Reconciliation Detail
Cash in Bank - Capital City, Period Ending 06/30/2023

| Type | Date | Num | Name | Clr | Amount | Balance |
|--------------------------------------|------------|------|-------------------------|-----|------------------|-------------------|
| Beginning Balance | | | | | | 144,894.32 |
| Cleared Transactions | | | | | | |
| Checks and Payments - 4 items | | | | | | |
| Bill Pmt -Check | 05/19/2023 | 1629 | Southeast Tourism ... | X | -3,100.00 | -3,100.00 |
| Bill Pmt -Check | 06/15/2023 | 1631 | McCallister, Kay | X | -281.30 | -3,381.30 |
| Bill Pmt -Check | 06/15/2023 | 1630 | Colton, Craig | X | -219.57 | -3,600.87 |
| Bill Pmt -Check | 06/15/2023 | 1632 | Poore, Jennifer | X | -177.42 | -3,778.29 |
| Total Checks and Payments | | | | | -3,778.29 | -3,778.29 |
| Total Cleared Transactions | | | | | -3,778.29 | -3,778.29 |
| Cleared Balance | | | | | -3,778.29 | 141,116.03 |
| Uncleared Transactions | | | | | | |
| Checks and Payments - 2 items | | | | | | |
| Bill Pmt -Check | 08/11/2022 | 1596 | Colton, Craig | | -235.02 | -235.02 |
| Bill Pmt -Check | 06/29/2023 | 1633 | VisitFlorida | | -449.00 | -684.02 |
| Total Checks and Payments | | | | | -684.02 | -684.02 |
| Total Uncleared Transactions | | | | | -684.02 | -684.02 |
| Register Balance as of 06/30/2023 | | | | | -4,462.31 | 140,432.01 |
| New Transactions | | | | | | |
| Checks and Payments - 6 items | | | | | | |
| Bill Pmt -Check | 07/13/2023 | 1635 | VisitFlorida | | -750.00 | -750.00 |
| Bill Pmt -Check | 07/13/2023 | 1634 | North Central Florid... | | -495.00 | -1,245.00 |
| Bill Pmt -Check | 07/28/2023 | 1638 | VisitFlorida | | -449.00 | -1,694.00 |
| Bill Pmt -Check | 07/28/2023 | 1636 | Auto-Owners Insura... | | -442.00 | -2,136.00 |
| Bill Pmt -Check | 07/28/2023 | 1639 | Yeatter, Lauren | | -293.33 | -2,429.33 |
| Bill Pmt -Check | 07/28/2023 | 1637 | Koons, Scott | | -250.00 | -2,679.33 |
| Total Checks and Payments | | | | | -2,679.33 | -2,679.33 |
| Total New Transactions | | | | | -2,679.33 | -2,679.33 |
| Ending Balance | | | | | -7,141.64 | 137,752.68 |



P.O. Box 900
Tallahassee, FL 32302

ACCOUNT STATEMENT

00002942 FCC31545070123052803 01 000000000
THE ORIGINAL FLORIDA TOURISM TASK FORCE
2009 NW 67TH PL
GAINESVILLE FL 32653-1603

Date 6/30/23
Primary Account

Page 1
XXXXXXXX2204

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 | 4 |
| Account Number | XXXXXXXX2204 | Statement Dates | 6/01/23 thru 7/02/23 |
| Previous Balance | 144,894.32 | Days in this Statement Period | 32 |
| Deposits/Credits | .00 | Avg Ledger Balance | 142,660.47 |
| 4 Checks/Debits | 3,778.29 | Avg Collected Balance | 142,660.47 |
| Service Charges | .00 | | |
| Interest Paid | .00 | | |
| Ending Balance | 141,116.03 | | |

CHECKS IN NUMBER ORDER

| Date | Check No | Amount | Date | Check No | Amount |
|------|----------|----------|------|----------|--------|
| 6/12 | 1629 | 3,100.00 | 6/21 | 1631 | 281.30 |
| 6/29 | 1630 | 219.57 | 6/21 | 1632 | 177.42 |

* Denotes missing check numbers

DAILY BALANCE INFORMATION

| Date | Balance | Date | Balance |
|------|------------|------|------------|
| 6/01 | 144,894.32 | 6/21 | 141,335.60 |
| 6/12 | 141,794.32 | 6/29 | 141,116.03 |

RECEIVED

JUL 07 2023

NORTH CENTRAL FLORIDA
REGIONAL PLANNING COUNCIL



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

Date 6/30/23
Primary Account

Page 2
XXXXXXX2204

EVERYDAY CHECKING FOR BUSINESS

XXXXXXX2204 (Continued)

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



Natural North Florida THE FLORIDA FLORIDA FLORIDA FLORIDA
 1628
 01/19/2023
 MAY TO THE Southeast Tourism Society
 Three Thousand One Hundred and 00/100
 \$3,100.00
 DOLLARS
 Southeast Tourism Society
 1425 Market Boulevard Suite
 Suite 600 W 324
 Ft. Myers, FL 33901-0723
 MICR: ⑈001628⑈ ⑈063100688⑈ ⑈0224792204⑈

1629 06/12/2023 \$3,100.00

Natural North Florida THE FLORIDA FLORIDA FLORIDA FLORIDA
 1630
 07/13/2023
 MAY TO THE Craig Colon
 Two Hundred Ninety and 00/100
 \$219.97
 DOLLARS
 Craig Colon
 225 South West Range Street
 Wynn, FL 32000-6332
 MICR: ⑈001630⑈ ⑈063100688⑈ ⑈0224792204⑈

1630 06/29/2023 \$219.57

Natural North Florida THE FLORIDA FLORIDA FLORIDA FLORIDA
 1631
 07/15/2023
 MAY TO THE McCollum, Ray
 Two Hundred Eighty One and 00/100
 \$281.30
 DOLLARS
 Ray McCollum
 P.O. 1345
 Old Town FL 32840
 MICR: ⑈001631⑈ ⑈063100688⑈ ⑈0224792204⑈

1631 06/21/2023 \$281.30

Natural North Florida THE FLORIDA FLORIDA FLORIDA FLORIDA
 1632
 07/15/2023
 MAY TO THE Poore, Jennifer
 One Hundred Seventy Seven and 00/100
 \$177.42
 DOLLARS
 Jennifer Poore
 224 South West Range Street
 Wynn, FL 32000-6332
 MICR: ⑈001632⑈ ⑈063100688⑈ ⑈0224792204⑈

1632 06/21/2023 \$177.42



*****2204

ENDORSE HERE ONLY TO

SOUTHEAST TOURISM SOCIETY

SOUTHEAST TOURISM SOCIETY

SOUTHEAST TOURISM SOCIETY

Deposited By: 000052458911

CHECK HERE AFTER
DATE OF DEPOSIT CLOSURE DATE

Seq: 9
Dep: 000028
Date: 06/12/23

Security Features:

Heat Sensitive Ink

Tactile Markings

Status: Posted



Tourism Task Force

*****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

1630

63-68/631

6/15/2023

PAY TO THE
ORDER OF Craig Colton

\$**219.57

Two Hundred Nineteen and 57/100***** DOLLARS

Craig Colton
Suwannee River Rendezvous
828 Northeast Primrose Road
Mayo, FL 32066-5338

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

NEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001630 063100688 0224792204

[illegible]

Amount: \$-219.57

Statement Description: Check

Check Number: 1630

Posted Date: 6/29/2023

Type: Debit

Status: Posted



Capital City Bank

8/8/2023 5:13 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
352.955.2200

Capital City Bank

1631

6/15/2023

63-68/631

PAY TO THE ORDER OF **McCallister, Kay**

\$281.30

Two Hundred Eighty-One and 30/100 ***** DOLLARS

Kay McCallister
P.O. 1345
Old Town, FL 32680

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

0001631 063100688 0224792204

Security Features:

Hologram

- The 4x4 grid of small circles used to check stock.
- Can be used to check stock.
- The image will fade and disappear.
- Hold the check to a light source to view.
- Cannot be photocopied.

True Watermark

- Visible fibers.
- Invisible fibers.
- Chemical reactive paper and chemical watermark.
- Microprinting.

High Resolution Warning Band

- The band is used to check the security features.
- The band is used to check the security features.
- The band is used to check the security features.
- The band is used to check the security features.

Toner Adhesion Properties

- The toner is used to check the security features.
- The toner is used to check the security features.
- The toner is used to check the security features.
- The toner is used to check the security features.

Anti-Copy Technology

- The anti-copy technology is used to check the security features.
- The anti-copy technology is used to check the security features.
- The anti-copy technology is used to check the security features.
- The anti-copy technology is used to check the security features.

Anti-Back Pattern

- The anti-back pattern is used to check the security features.
- The anti-back pattern is used to check the security features.
- The anti-back pattern is used to check the security features.
- The anti-back pattern is used to check the security features.

Check Payable to the Order of the Treasurer, Reg. CC

ENDORSE HERE

Kay McCallister

572130 4306

☐ CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE

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

6212023 016001003060370 >063100688

Amount: \$-281.30

Statement Description: Check

Check Number: 1631

Posted Date: 6/21/2023

Type: Debit

Status: Posted



Capital City Bank

8/8/2023 5:13 PM

Tourism Task Force

*****2204

| | | | | | | | |
|---|--|---|--|--|--|-------------------|--|
| | | THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200 | | Capital City Bank 63-68/631 | | 1632 6/15/2023 | |
| PAY TO THE ORDER OF Poore, Jennifer | | | | \$**177.42 | | | |
| One Hundred Seventy-Seven and 42/100 | | | | DOLLARS | | | |
| Jennifer Poore 224 South West Range Street Madison, FL 32340-2323 | | | | | | | |
| MEMO | | | | TRUE WATERMARK PAPER HOLD TO LIGHT TO VIEW | | | |

001632 0631006881 0224792204

| | | | |
|---|--|---|--|
| ENDORSE HERE | | CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE | |
| DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE | | MCCB063114645 0149-1-053 6/20/2023 mccb,KNCIardy | |

Amount: \$-177.42

Statement Description: Check

Check Number: 1632

Posted Date: 6/21/2023

Type: Debit

Status: Posted

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

As of June 30, 2023

(These financial statements are unaudited)

| | Budget | June 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 June 30, 2023

(These financial statements are unaudited)

| | Budget | June 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 | 6,000.00 | 3,800.00 |
| Telephone | 300.00 | 0.00 | 0.00 | (300.00) |
| Total Administration | 25,400.00 | 0.00 | 19,988.12 | (5,411.88) |
| 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 | 5,378.29 | 5,378.29 | 203.29 |
| Governor's Tourism Conference | 1,725.00 | 0.00 | 0.00 | (1,725.00) |
| Total Professional Enhancement | 6,900.00 | 5,378.29 | 5,378.29 | (1,521.71) |
| 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 | 5,378.29 | 30,863.78 | (42,036.22) |
| Total Expenses | 125,300.00 | 5,378.29 | 79,161.53 | (46,138.47) |
| Net Income | 0.00 | (5,378.29) | 11,035.28 | 11,035.28 |

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 |

Visit Natural **NORTH FLORIDA**

August 17, 2023

Ms. Marissa Hadoulis
Florida Department of Economic Opportunity
Division of Community Development
107 East Madison Street, MSC 160
Tallahassee, FL 32399-4120

RE: Fiscal Year 2022-23
Regional Rural Development Grant
2nd Quarter Deliverables Report

Dear Ms. Hadoulis:

At its May 18, 2023 meeting, The Original Florida Tourism Task Force reviewed and approved the second quarter report and reimbursement request for its Fiscal Year 2022-23 Regional Rural Development Grant.

Please find enclosed the second quarter Deliverables Report and an invoice in the amount of \$5,778.29 for the period May 1, 2023 through July 31, 2023 relative to the contract between **The Original Florida Tourism Task Force** and the Florida Department of Economic Opportunity. Also enclosed are a completed Minority and Service-Disabled Veteran Business Enterprise Report and a Compliance Certification form.

Thank you for your continuing support of The Original Florida Tourism Task Force and their mission of providing economic development opportunities through rural tourism development.

If you have any questions concerning this matter, please contact Lauren Yeatter, Senior Planner, at 352.955.2200, ext. 113.

Sincerely,

Acting Chair

Enclosures

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352.955.2200 · 877.955.2199

The Original Florida Tourism Task Force

Fiscal Year 2022-23 Regional Rural Development Grant

Second Payment Request

Listing of Invoices, Payments and Associated Checks

July 31, 2023

| Name | Invoice Date | Invoice Number | Invoice Amount | Check Date | Check Number | Check Amount | Amount Charged to Grant |
|---|--------------|----------------|----------------|------------|--------------|--------------|-------------------------|
| Craig Colton - Marketing College | 6/8/2023 | n/a | \$219.57 | 6/15/2023 | 1630 | \$219.57 | \$219.57 |
| Southeast Tourism Society - Marketing College | 6/9/2023 | 28309 | \$3,100.00 | 5/19/2023 | 1629 | \$3,100.00 | \$3,100.00 |
| Kay McAllister - Marketing College | 6/9/2023 | n/a | \$281.30 | 6/15/2023 | 1631 | 281.3 | \$281.30 |
| Jennifer Poore - Marketing College | 6/9/2023 | n/a | \$177.42 | 6/15/2023 | 1632 | \$177.42 | \$177.42 |
| North Central Florida Regional Planning Council - eNewsletter | 6/30/2023 | n/a | \$1,000.00 | 8/10/2023 | 1640 | \$5,125.00 | \$1,000.00 |
| Scott Koons - Ride with GPS Membership | 7/1/2023 | 51 | \$250.00 | 7/28/2023 | 1637 | \$250.00 | \$250.00 |
| Visit Florida - Membership | 7/13/2023 | 86975 | \$750.00 | 7/13/2023 | 1635 | \$750.00 | \$750.00 |
| Total | | | \$5,778.29 | | | \$9,903.29 | \$5,778.29 |

n/a = not applicable

The Original Florida Tourism Task Force
FEID # 59-3534835

INVOICE

Agreement #:

Invoice No. 2
Date: July 31, 2023

TO:

Florida Dept. of Economic Opportunity
Division of Community Development
Attn: Marissa Hadoulis
107 E. Madison Street
Caldwell Bldg. MSC 160
Tallahassee, FL 32399-1160

FOR:

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, FL 32653-1603
352-955-2200

| DESCRIPTION | AMOUNT |
|---|--------------------|
| Dates of Service: May 1, 2023 to July 31, 2023 | |
| Deliverable 2 Electronic Newsletter Created and distributed one electronic newsletter (Staff Time) | |
| Deliverable 5 Professional Enhancements Awarded three professional enhancement scholarships | |
| Deliverable 6 Maintain memberships in professional organizations Purchased two memberships | |
| Expenditures | |
| Staff time | \$1,000.00 |
| Contractual Services | 0.00 |
| Memberships | 1,000.00 |
| Travel | 678.29 |
| Registrations | 0.00 |
| Shipping | 0.00 |
| Scholarships | 3,100.00 |
| TOTAL | \$ 5,778.29 |

Make all checks payable to The Original Florida Tourism Task Force FEID # 59-3534835

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personal have authority to require additional documentation and/or conduct audits or inspections of grant records.

Acting Chair

8/17/23

Date

Florida Department of Economic Opportunity
Fiscal Year 2022-23
Regional Rural Development Grant
Second Quarter Report
May 1, 2023 through July 31, 2023

Submitted August 17, 2023 by

The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, Florida 32653-1603
352.955.2200

TABLE OF CONTENTS

| <u>Part</u> | <u>Page</u> |
|--|--------------------|
| Narrative, Second Quarter Report | A-1 |
| Compliance Certification Form and Minority and Service-Disabled Veteran Business Enterprise Report | B-1 |
| Electronic Newsletter | C-1 |
| Professional Enhancement Scholarships | D-1 |
| Professional Association Annual Memberships | E-1 |

NARRATIVE
REGIONAL RURAL DEVELOPMENT GRANT
FISCAL YEAR 2022-23
SECOND QUARTER REPORT
May 1, 2023 through July 31, 2023

COMPLIANCE CERTIFICATION FORM, QUARTERLY MINORITY VENDOR AND SERVICE-DISABLED VETERAN BUSINESS REPORT

Please find attached the Compliance Certification from and Minority Vendor and disabled veterans business report in Part B.

WEBSITE MAINTENANCE AND ENHANCEMENTS

WEBSITE MAINTENANCE AND HOSTING

The Task Force did not expend any funds during the second quarter for website maintenance and hosting.

TOPIC-CENTERED MICROSITES

The Task Force did not expend any funds during the second quarter for topic-centered microsites.

MARKETING AND PROMOTION

ELECTRONIC NEWSLETTERS

The Task Force created and distributed one electronic newsletter during the second quarter to over 6,000 email addresses. The Task Force spent \$1,000 on this item during the second quarter. A copy of the newsletter, timesheets documenting \$1,000 of staff time spent on the newsletter, as well as a Certificate of Indirect Costs are included in Part C.

DOMESTIC TRAVEL SHOWS

The Task Force did not expend any funds during the second quarter for domestic travel shows.

ADVERTISING CAMPAIGN

The Task Force did not expend any funds during the second quarter for advertising.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

The Task Force expended \$3,778.29 during the second quarter for professional enhancement. Registration fees and travel expense reimbursements were paid for three Task Force members and representatives to attend the Southeast Tourism Society Marketing College. Copies of the invoices and canceled checks are included in Part D.

PROFESSIONAL ASSOCIATION ANNUAL MEMBERSHIPS

The Task Force expended \$1,000.00 during the second quarter for professional association annual memberships. Copies of the invoices and canceled checks are included in Part E.

ADMINISTRATION

The Task Force did not expend any funds during the second quarter for administration.

PROOF OF FINANCIAL MATCH

See First Quarter Report for Proof of Financial Match.

COMPLIANCE CERTIFICATION FORM

| | | |
|---|---------------|----------------------------------|
| Grantee: The Original Florida Tourism Task Force | | |
| Street Address: 2009 NW 67th Place | | |
| City: Gainesville | ST: FL | Zip: 32653-1603 |
| Phone: 352.955.2200 | | Email: yeatter@ncfrpc.org |

TO:
 Department of Economic Opportunity
 Bureau of Economic Development
 The Caldwell Bldg.
 107 East Madison Street, MSC 160
 Tallahassee, FL 32399

| DESCRIPTION: Deliverables Including Minimum Performance Standards | | Invoice Period: (dates) |
|---|--|-----------------------------|
| Invoice #2 (attached) | | May 1, 2023 to Jul 31, 2023 |
| 1 Electronic Newsletter | | \$1,000.00 |
| 3 Scholarships | | \$3,778.29 |
| 2 Memberships | | \$1,000.00 |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| INVOICE AMOUNT | | \$5,778.29 |

Recipient Certification:

I certify, by evidence of my signature below, the above information is true and correct; the goods and services have been satisfactorily delivered and payment is now due. I understand that DEO and other state personnel have authority to require additional documentation and/or conduct audits or inspections of grant records.

Name Printed: _____ Title: **Acting Chair**

Signature: _____ Date: **8/17/23**

DEO Agreement Manager Certification:

I certify, by evidence of my signature below, the above information is true and correct to the best of my knowledge; the goods and services have been satisfactorily received and payment is now due.

DEO Agreement Manager Signature: _____

Title: _____ Date: _____

DEPARTMENT OF ECONOMIC OPPORTUNITY
MINORITY SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE REPORT

Company Name: The Original Florida Tourism Task Force **Invoice #:** 2 **Date:** 8/17/23

Contract Amount: \$50,000

MBE Participation Amount: \$ **MBE Percentage:** 0%

DV Participation Amount: \$ **DV Percentage:** 0%

MINORITY BUSINESS ENTERPRISE (MBE)

**Include consultants, sub-contractors, travel agents, etc. who provided services on this project

| **Minority Business Enterprise | Description | ** MBE Status | State Certified MBE (Yes or No) | MBE Contract \$ Amount | \$ Amount this Invoice | Total Paid | Balance Due | Project Type (Commodities or Contractual Services) |
|--------------------------------|-------------|---------------|---------------------------------|------------------------|------------------------|------------|-------------|--|
| | | | | \$ - | \$ - | \$ - | \$ - | |
| | | | | \$ - | \$ - | \$ - | \$ - | |
| | | | | \$ - | \$ - | \$ - | \$ - | |
| | | | | \$ - | \$ - | \$ - | \$ - | |
| TOTALS | | | | \$ - | \$ - | \$ - | \$ - | |
| | | | | | | | \$ - | |

Certified MBE: **H - African American **I** - Hispanic **J** - Asian/Hawaiian **K** - Native American **M** - American Women
Non-Certified MBE: **N** - African American **O** - Hispanic **P** - Asian/Hawaiian **Q** - Native American **R** - American Women

SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE

**Include consultants, sub-contractors, travel agents, etc. who provided services on this project

| **Service-Disabled Veteran Business Enterprise | Description | ** DV Status | State Certified DV (Yes or No) | DV Contract \$ Amount | \$ Amount this Invoice | Total Paid | Balance Due | Project Type (Commodities or Contractual Services) |
|--|-------------|--------------|--------------------------------|-----------------------|------------------------|------------|-------------|--|
| | | | | \$ - | \$ - | \$ - | \$ - | |
| | | | | \$ - | \$ - | \$ - | \$ - | |
| | | | | \$ - | \$ - | \$ - | \$ - | |
| | | | | \$ - | \$ - | \$ - | \$ - | |
| TOTALS | | | | \$ - | \$ - | \$ - | \$ - | |
| | | | | | | | \$ - | |

*Certified DV: **W** - Service-Disabled Veteran Business
Non-Certified DV: **Y - Service-Disabled Veteran Business

The Original Florida Tourism Task Force MEMBERS as of 7/27/2023

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
Lake City, FL 32025-1501
(w) 386.487.1080
gm@hilakecityfl.com

Alden Rosner

Sports Marketing Director
Columbia County
Tourist Development Council
P.O. Box 1847
Lake City, FL 32056
(w) 386.719.1453
arosner@columbiacountyfla.com
www.southsidesportscomplex.com

Paula R. Vann

Executive Director
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
councilseat3@townofcrosscity.com

Russ McCallister

Suwannee Guides and Outfitters
PO Box 1345
Old Town, FL 32680
(w) 352.542.8331
(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)

Bobbi Breo

Madison County
Chamber of Commerce & Tourism
182 NW College Loop
Madison, FL 32340
(w) 850.973.2788

Jennifer Poore

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

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
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
Wakulla County
(w) 850.926.0919, X712
ehughes@mywakulla.com

Kinsey Miller

Public Information Officer &
Tourist Development Coordinator
Wakulla County
(w) 850.926.0919, X712
kmiller@mywakulla.com

STAFF

Lauren Yeatter

Senior Planner
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 113
yeatter@ncfrpc.org
www.visitnaturalnorthflorida.com

Scott R. Koons

Executive Director
Visit Natural North Florida
2009 NW 67th Place
Gainesville, FL 32653
(w) 352.955.2200 ext. 101
koons@ncfrpc.org

r:\original florida\members & volunteers\of member list 7-27-2023.docx

**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

r:\original florida\members & volunteers\of volunteers list 3-9-2023.docx

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 | ✓ |

