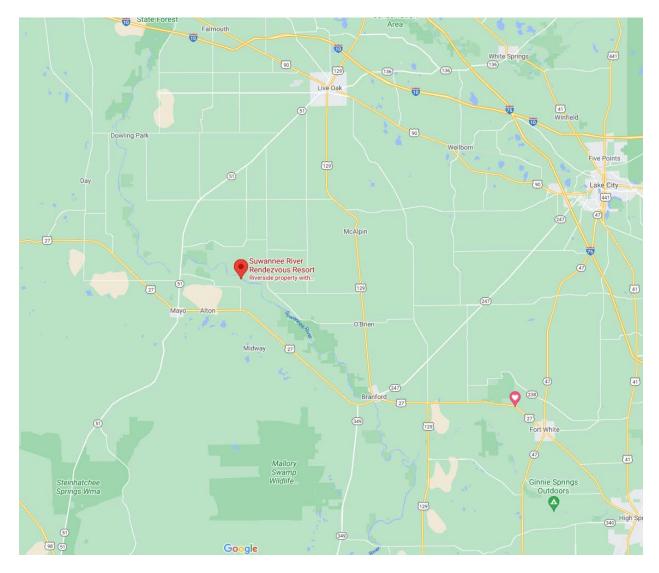


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on August 18, 2022. The meeting will be held at the Suwannee River Rendezvous Resort and Campground, 828 NE Primrose Road, Mayo, Florida, beginning at 10:00 a.m.



Suwannee River Rendezvous Resort and Campground 828 NE Primrose Road Mayo, FL 32066

The Original Florida



TOURISM TASK FORCE Meeting Agenda

828 N	nnee River Rendezvous Resort and Campground E Primrose Road, Mayo, FL ette County	August 18, 2022 Thursday, 10:00 a.m.
		PAGE NO.
I.	Call to Order, Introductions	
II.	Approval of Agenda	3
III.	Approval of July 21, 2022 Meeting Minutes	5
IV.	Old Business	
	A. Committee Reports	
	1. Finance Committee	
	a. Monthly Financial Report Review and Approval	
	(1) June 30, 2022	9
	B. Fiscal Year 2021-22 Regional Rural Development Grant	23
	 Website e-newsletter Website Blogs Marketing Materials Domestic Travel Shows Advertising Campaign Brochure Distribution Scholarships Professional Organization Memberships Approval of Second Quarter Report and Reimbursement Submi 	ttal Package 31
	 C. VISIT FLORIDA - 1. Monthly Report 2. VISIT FLORIDA Domestic Press Trip 3. VISIT FLORIDA AAA Thread Event 	47
	D. Staff Items -	
	1. Task Force Retreat	
	E. Other Old Business	
	 Update Task Force Member Contact Information 2022 Meeting Dates and Locations 	49 53

- 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 September 15, 2022 in Gilchrist County at a location to be determined.



MINUTES OF **The Original Florida** TOURISM TASK FORCE

Suwannee Belle Landing 282 Southeast 989 Street, Old Town, FL Dixie County

MEMBERS PRESENT

Ron Gromoll, Alachua County Patricia Watson, Gilchrist County Katrina Richardson, Jefferson County Craig Colton, Lafayette County, Chair Jackie Blount, Madison County Teena Peavey, Suwannee County, Treasurer Charissa Setzer, Suwannee County Dawn Perez, Taylor County Dale Walker, Union County

OTHERS PRESENT

Jeffrey Cary, Dixie County Tourist Development Council Donna Creamer, Travel Show Coordinator Dany Perdue, Visit Dixie Jody Stephenson, Dixie County Commissioner July 21, 2022 Thursday, 10:00 a.m.

MEMBERS ABSENT

Brian Avery, Alachua County Elizabeth Reyes, Alachua County Daniel Riddick, Bradford County Will Sexton, Bradford County, Vice-Chair Rod Butler, Columbia County Alden Rosner, Columbia County Paula Vann, Columbia County Ryan Fulford, Dixie County Russ McCallister, Dixie County Bryan Freeman, Gilchrist County Chadd Mathis, Hamilton County Mia Mauldin, Hamilton County David Ward, Jefferson County Carol McQueen, Levy County Tisha Whitehurst, Levy County Marlene Squires-Swanson, Madison County Sandy Beach, Taylor County Thomas Herndon, Wakulla County Natalie Knowles, Wakulla 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 10:04 a.m.

II. APPROVAL OF THE AGENDA

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

ACTION: Dale Walker moved and Ron Gromoll seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE JUNE 16, 2022 MINUTES

Chair Colton asked for approval of the June 16, 2022 meeting minutes.

ACTION: Dawn Perez moved and Katrina Richardson seconded to approve the June 16, 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 -

May 31, 2022

ACTION: Katrina Richardson moved and Dale Walker seconded to accept the May 31, 2022 monthly financial report as presented. The motion passed unanimously.

- B. Fiscal Year 2021-22 Regional Rural Development Grant
 - 1. Website
 - 2. e-newsletter
 - 3. Website Blogs
 - 4. Marketing Materials
 - 5. Domestic Travel Shows
 - 6. Advertising Campaign
- ACTION: Dawn Perez moved and Katrina Richardson seconded to authorize the placement of a full-page cooperative advertisement in the 2023 VISIT FLORIDA Travel Guide, with the Task Force paying for one-half of the total cost using any remaining Regional Rural Development Grant funds and Task Force reserve funds. The motion passed unanimously.
 - 7. Brochure Distribution
 - 8. Scholarships
 - 9. Professional Organization Memberships
 - C. VISIT FLORIDA -
 - 1. Monthly Report

ACTION: Dawn Perez moved and Ron Gromoll seconded to authorize Katrina Richardson to represent the Task Force at VISIT FLORIDA's 2023 Florida Encounter Conference. The motion passed unanimously.

- 2. VISIT FLORIDA Domestic Press Trip
- D. Staff Items -
 - 1. Task Force Retreat
- E. Other Old Business
 - 1. Updated Task Force Member Contact Information
 - 2. 2022 Meeting Dates and Locations

8/18/22

Date

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., August 18, 2022 to be held in Lafayette County at a location to be determined.

The meeting adjourned at 11:40 a.m.

Craig Colton, Chair

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

2:20 PM

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08/10/22 Accrual Basis

The Original Florida Tourism Task Force Balance Sheet As of June 30, 2022

	Jun 30, 22
ASSETS Current Assets Checking/Savings Cash in Bank - Capital City	137,855.52
Total Checking/Savings	137,855.52
Accounts Receivable Accounts Receivable	50,000.00
Total Accounts Receivable	50,000.00
Other Current Assets Prepaid Expense Prepaid Registration Fees	439.00 1,600.00
Total Other Current Assets	2,039.00
Total Current Assets	189,894.52
TOTAL ASSETS	189,894.52
LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable Accounts Payable	10.424.34
Total Accounts Payable	10,424.34
Total Current Liabilities	10,424.34
Total Liabilities	10,424.34
Equity Unrestricted Earnings Net Income	156,108.50 23,361.68
Total Equity	179,470.18
TOTAL LIABILITIES & EQUITY	189,894.52

-10-

2:20 PM

08/10/22

Accrual Basis

The Original Florida Tourism Task Force Profit & Loss

J	une	2022	
-			_

Jun 22
350.00
8,674.57
49.77
1,900.00
10,974.34
-10,974.34

-12-

The Original Florida Tourism Task Force Reconciliation Summary Cash in Bank - Capital City, Period Ending 06/30/2022

Jun 30, 22Beginning Balance
Cleared Transactions
Checks and Payments - 1 item141,680.52Total Cleared Transactions-3,825.00Cleared Balance137,855.52Register Balance as of 06/30/2022137,855.52Ending Balance137,855.52

12:11 PM

07/12/22

-

The Original Florida Tourism Task Force Reconciliation Detail Cash in Bank - Capital City, Period Ending 06/30/2022

Туре	Date	Num	Name	Cir	Amount	Balance
Beginning Balance						141,680.52
Cleared Transa Checks and	actions I Payments - 1 i 06/02/2022	tem 1588	Southeast Tourism	х	-3,825.00	-3,825.00
Bill Pmt -Check	s and Payments		Codinate		-3,825.00	-3,825.00
Total Cleared T				_	-3,825.00	-3,825.00
Cleared Balance	Tunouotionio			-	-3,825.00	137,855.52
Register Balance as o	of 06/30/2022				-3,825.00	137,855.52
Ending Balance	, 00,00,2022			_	-3,825.00	137,855.52

ACCOUNT STATEMENT



P.O. Box 900 Tallahassee, FL 32302

00003081 FCC31545070122072737 01 000000000 THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 NW 67TH PL GAINESVILLE FL 32653-1603

Date 6/30/22 Primary Account Page 1 xxxxxx2204

1

SEND Person-to-Person Payments is now Zelle! We have transitioned to Zelle for a fast, safe and easy way to send money to people you know. Enroll now in online banking or the CCBMobile App. Learn more: ccbg.com/zelle. Terms & conditions apply

CHECKING ACCOUNT

EVERYDAY CHECKING FOR BUSINESS Account Number XXXXXX2204 Previous Balance 141,680.52 Deposits/Credits .00 1 Checks/Debits 3,825.00 Service Charges .00 Interest Paid .00 Ending Balance 137,855.52	Images 1 /Statement Dates 6/01/22 thru 6/30/22 Days in this Statement Period 30 Avg Ledger Balance 139,768.02 Avg Collected Balance 139,768.02
CHECKS IN NUMBE Date Check No Amount 6/16 1588 3,825.00 * Denotes missing check numbers	ER ORDER
DAILY BALANCE IN Date Balance Date 6/01 141,680.52 6/16	Balance 137,855.52

RECEIVED

JUL 0 8 2022

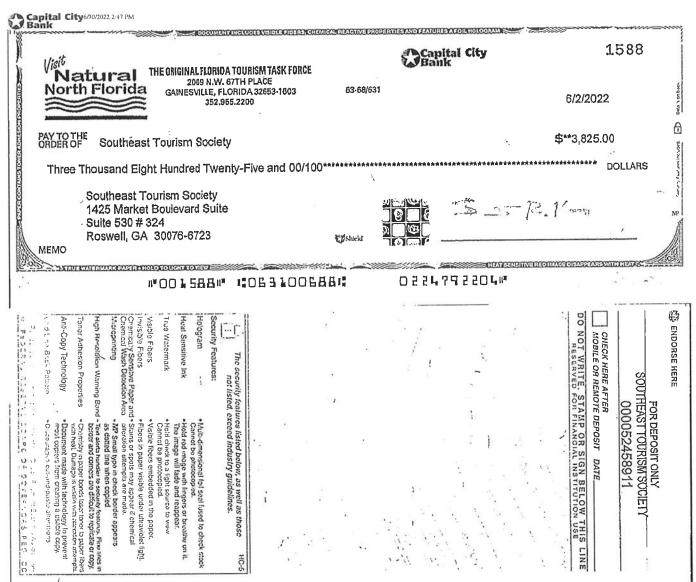
NORTH CENTRAL FLORIDA REGIONAL PLANNING COUNCIL

-15-









Amount: \$-3.825.00

Statement Description: Check

Check Number: 1588 Posted Date: 6/16/2022

Type: Debit Status: Posted

.

The Original Florida Tourism Task Force Income and Expenses - Budget vs. Actual As of June 30, 2022

(These financial statements are unaudited)

	Budget	June 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	5,081.34	5,081.34
Total Trade Shows	7,500.00	0.00	6,341.75	(1,158.25)

The Original Florida Tourism Task Force Income and Expenses - Budget vs. Actual As of June 30, 2022

(These financial statements are unaudited)

	Budget	June 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	1,000.00	5,315.96	(5,684.04)
Go! Adventure Planning Guide Virtual	0.00	0.00	0.00	0.00
Florida Travel & Lifestyles	0.00	0.00	1,350.00	1,350.00
Total Advertising	20,000.00	1,000.00	23,969.21	3,969.21
Total Marketing Expenses	42,400.00	1,000.00	40,560.96	(1,839.04)
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	1,875.00	3,750.00	(1,850.00)
NCFRPC - Admin Program Fees	12,500.00	3,125.00	9,375.00	(3,125.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	350.00	350.00	(1,650.00)
Postage	300.00	49.77	118.92	(181.08)
VF/DEO Travel Show Service Program Fee	1,100.00	0.00	1,100.00	0.00
Telephone	300.00	0.00	0.00	(300.00)
Total Administration	30,100.00	5,399.77	16,630.17	(13,469.83)
Memberships				
Visit Florida	400.00	0.00	0.00	(400.00)
Southeast Tourism Society	600.00	0.00	325.00	(275.00)
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
Ride with GPS	300.00	0.00	0.00	(300.00)
Total Memberships	1,500.00	0.00	500.00	(1,000.00)
Professional Enhancement				
SE Tourism Society Marketing College	5,175.00	1,900.00	1,900.00	(3,275.00)
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

The Original Florida Tourism Task Force Income and Expenses - Budget vs. Actual As of June 30, 2022

(These financial statements are unaudited)

Total Professional Enhancement	6,900.00	1,900.00	1,900.00	(5,000.00)
	Budget	June 2022	Year to Date	Over/(Under) Budget
Internships				
Harvey Campbell Memorial Internship	6,250.00	1,337.28	2,477.25	(3,772.75)
Dean Fowler Internship	6,250.00	1,337.29	2,477.25	(3,772.75)
Total Internships	12,500.00	2,674.57	4,954.50	(7,545.50)
Retained Reserves				
Retained Reserves	24,500.00	0.00	0.00	(24,500.00)
Total Retained Reserves	24,500.00	0.00	0.00	(24,500.00)
Total NonMarketing Expenses	75,500.00	9,974.34	23,984.67	(51,515.33)
Total Expenses	117,900.00	10,974.34	64,545.63	(53,354.37)
Net Income	0.00	(10,974.34)	23,361.68	23,361.68

-22-

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 <u>Website Maintenance and Operation:</u>

Continue to maintain, host, and operate its website, <u>www.naturalnorthflorida.com</u>. 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 <u>Electronic Newsletters:</u>

Create and distribute electronic newsletters to potential visitors. Newsletters must include touristoriented 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, <u>www.naturalnorthflorida.com</u>. Blogs must be informative to visitors of touristoriented 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 <u>Literature Distribution:</u>

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 <u>Memberships in Professional Organizations:</u>

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 <u>non-state resources</u> 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 inquires 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:

Tasks	Minimum Level of Service and Required	Financial Consequences
	Documentation	_
Grantee shall maintain,	Grantee shall provide ongoing website hosting	Failure to complete the
host and operate website in	and operation, in accordance with Section 2.1, as	Minimum Level of Service and
accordance with the Scope	evidenced by submission of the following:	the submission of required
of Work, Section 2.1.		documentation in accordance
	Required Documentation:	with Section 2.1shall result in
	 Copy of vendor agreement; 	non-payment.
	 Invoice(s) from provider detailing work completed; 	
	 Proof of payment; and 	
	• Website analytics showing percentage of up	
	time.	

Deliverable No. 1 – Website Maintenance and Enhancements

	• Invoice package in accordance with Section 6. of this Scope of Work.	
Deliverable No. 2 – Electron	ic 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.	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.	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.
	 Required Documentation: 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. 	
Deliverable No. 3 – Website		
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.	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:	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance
	 Required Documentation: Copy of blogger agreement; Link to each blog; Photographer release form if necessary; Model release for if necessary; Invoice(s) from blogger; and 	with Section 2.3 shall result in non-payment.
	• Invoice package in accordance with Section 6. of this Scope of Work.	
Deliverable No. 4 Exhibit at		
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.	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:	Failure to complete the Minimum Level of Service and the submission of required documentation in accordance
	 Required Documentation: 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; 	with Section 2.4 shall result in non-payment.

	• Completed translater matrices for a	1
	• 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 – Advertisi	8	
Tasks	Minimum Level of Service and Required Documentation	Financial Consequences
Grantee shall conduct	Grantee shall submit a minimum of one (1)	Failure to complete the
advertising campaign in	digital or print media advertisement, in	Minimum Level of Service and
accordance with the Scope	accordance with Section 2.5, as evidenced by	the submission of required
of Work, Section 2.5.	submission of the following:	documentation in accordance with Section 2.5 shall result in
	Required Documentation:	non-payment
	• Copies of all print or digital advertisement;	1 5
	• Copies of detailed invoice from provider; and	
	• Invoice package in accordance with Section 6.	
	of this Scope of Work.	
Deliverable No. 6 – Literatur		1
Tasks	Minimum Level of Service and Required	Financial Consequences
	Documentation	
Grantee shall distribute	Grantee shall submit a minimum of one (1)	Failure to complete the
literature in accordance	piece of literature. Grantee may request	Minimum Level of Service and
with the Scope of Work,	reimbursement a maximum of four (4) times	the submission of required
Section 2.6.	during the agreement period.	documentation in accordance
		with Section 2.6 will result in
	Required Documentation:	non-payment.
	• 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.	
Deliverable No. 7 – Professio	onal enhancement scholarships	
Tasks	Minimum Level of Service and Required	Financial Consequences
	Documentation	
Grantee shall provide	Grantee shall provide a minimum of one (1)	Failure to complete the
Professional Enhancement	Professional Enhancement Scholarship in	Minimum Level of Service and
Scholarships in accordance	accordance with Section 2.7, as evidenced by	the submission of the required
with the Scope of Work,	submission of the following:	documentation in accordance
Section 2.7.	Required documentation:	with Section 2.7 will result in
	Required documentation:	non-payment.
	Completed event registration forms; Imprise for registration form	
	• Invoice for registration fee;	
	• Agenda for each event;	
	• Summary on how attendance at the event built professional capacity;	

	 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 organizationsTasksMinimum Level of Service and RequiredFinancial Consequences				
1 8888	Minimum Level of Service and Required Documentation	Financial Consequences		
Grantee shall maintain current memberships or join professional organizations in accordance with Scope of	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:	Failure to maintain the Minimum Level of Service and the submission of the required documentation in accordance with Section 2.8 shall result in		
Work, Section 2.8.	 Required Documentation: Copy of registration for each professional organization membership joined or maintained; and Invoice package in accordance with Section 6. of this Scope of Work. 	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. Changes that exceed 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 <u>Quarterly</u>: 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 <u>Minority and Service-Disabled Veteran Business Enterprise Report:</u> 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 minority and service-disabled veteran subcontractors and material suppliers for that period and the project to date.

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 <u>Close-out Report</u>: 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 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, <u>https://www.myfloridacfo.com/Division/AA/Forms/DFS-AA-15VoucherforReimbursement.xlsx;</u>

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	\$6,000.00 Website Hosting & Maintenance
\$0.00	\$0.00 VISIT FLORIDA Retargeting Campaign
\$5,100.00	\$5,100.00 Website Blogs
\$0.00	\$0.00 Town Blogs
\$0.00	\$0.00 Design and Print Collateral Material
\$7,500.00	\$7,500.00 Domestic Travel Shows (1 show)
\$9,000.00	\$9,000.00 Print Advertising (Florida Transportation Map)
\$0.00	\$0.00 Digital Advertising Campaign (Facebook, Google Adword search)
\$6,900.00	\$6,900.00 Scholarships (4 Scholarships)
\$0.00	\$0.00 VisaVues
\$1,500.00	\$1,500.00 Professional Organization Memberships
\$6,500.00	\$6,500.00 Quarterly eNewsletters
\$7,500.00 Admini	Administration
\$50,000.00 Total	otal



August 18, 2022

Ms. Pamela Portwood, Chief Florida Department of Economic Opportunity Division of Community Development Bureau of Small Cities and Rural Communities 107 East Madison Street, MSC 160 Tallahassee, FL 32399-4120

RE: Fiscal Year 2021-22 Regional Rural Development Grant 2nd Quarter Deliverables Report

Dear Ms. Portwood:

At its August 18, 2022 meeting, The Original Florida Tourism Task Force reviewed and approved the second quarter report and reimbursement request for its Fiscal Year 2021-22 Regional Rural Development Grant.

Please find enclosed the second quarter Deliverables Report and an invoice in the amount of \$3,274.77 for the period May 1, 2022 through July 31, 2022 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,

lift

Craig Colton Chair

Enclosures

The Original Florida Tourism Task Force

2009 NW 67th Place Gainesville, FL 32653-1603 352.955.2200 · 877.955.2199

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Florida Department of Economic Opportunity Fiscal Year 2021-22 Regional Rural Development Grant Second Quarter Report May 1, 2022 through July 31, 2022

Submitted August 18, 2022 by

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



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Electronic Newsletter	C-1
Literature Distribution	D-1
Professional Enhancement Scholarships	E-1
Professional Association Annual Memberships	F- 1



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NARRATIVE REGIONAL RURAL DEVELOPMENT GRANT FISCAL YEAR 2021-22 SECOND QUARTER REPORT May 1, 2022 through July 31, 2022

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 3,000 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.

WEBSITE BLOGS

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

UPDATE AND PRINT MARKETING MATERIALS

The Task Force did not expend any funds during the second quarter for updating and printing marketing materials.

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.

BROCHURE DISTRIBUTION

The Task Force expended \$49.77 during the second quarter for brochure distribution. Copies of the invoice and canceled check are included in Part D.

PROFESSIONAL ENHANCEMENT

PROFESSIONAL ENHANCEMENT SCHOLARSHIPS

The Task Force awarded to two scholarships for Task Force representatives to attend Southeast Tourism Society Marketing College during the second quarter. The Task Force expended \$1,900.00 during the second quarter for professional enhancement. Copies of the invoices and canceled check are included in Part E.

PROFESSIONAL ASSOCIATION ANNUAL MEMBERSHIPS

The Task Force expended \$325.00 during the second quarter for professional association annual memberships. Copies of the invoice and canceled check are included in Part F.

ADMINISTRATION

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

PROOF OF FINANCIAL MATCH

Proof of Financial Match was provided as part of the first quarter report.

The Original Florida Tourism Task Force

Fiscal Year 2021-22 Regional Rural Development Grant Second Payment Request Listing of Invoices, Payments and Associated Checks

July 31, 2022

	Invoice	Invoice	Invoice	Check	Check	Check	Amount
Name	Date	Number	Amount	Date	Number	Amount	Charged to Grant
United Parcel Service	6/25/2022	951V4A262	\$49.77	7/14/2022	1590	\$49.77	\$49.77
Southeast Tourism Society Membership	1/24/2022	25107		6/2/2022	1588	\$3,825.00	\$325.00
Southeast Tourism Society Marketing College - Craig Colton	5/5/2022	25811	\$1,675.00	6/2/2022	1588	\$3,825.00	\$1,675.00
Southeast Tourism Society Marketing College - Danielle Perdue	6/1/2022	25912	\$225.00	6/2/2022	1588	\$3,825.00	\$225.00
North Central Florida Regional Planning Council - eNewsletter	6/30/2022	n/a	\$1,000.00	n/a	n/a	\$8,674.57	\$1,000.00
Total			\$3,274.77			\$20,199.34	\$3,274.77

n/a = not applicable

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The Original Florida Tourism Task Force FEID # 59-3534835

Agreement #: D0206

INVOICE

Invoice No. 2 Date: July 31, 2022

TO:

Florida Dept. of Economic Opportunity Division of Community Development Attn: Pamela Portwood Chief, Bureau Small Cities & Rural Communities 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		A	MOUNT
Dates of Service: May 1, 2022 to July 31, 2022			
Deliverable 2 Electronic Newsletter Created and Distributed One Electronic Newsletter (Staff Time)			
Deliverable 6 Literature Distribution Distributed 400 brochures to Florida Welcome Center			
Deliverable 7 Professional Enhancement Scholarships Awarded to two scholarships for Southeast Tourism Society Marke	eting College		
Deliverable 8 Maintain memberships in professional organizations Purchased one membership			
Expenditures Staff time			\$1,000.00
Contractual Services Memberships Travel			0.00 325.00 0.00
Registrations Shipping			0.00 49.77
Scholarships			1,900.00
	TOTAL	\$	3,274.77

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.

Craig Colton Chair

<u>8/18/22</u> Date



Grantee: The Original Florida 7	ourism Task Fo	orce
Street Address: 2009 NW 67th	n Place	
City: Gainesville	ST: FL	Zip: 32653-1603
Phone: 352.955.2200	Email: yeat	ter@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, 2022 to Jul 31, 2022 1 Electronic Newsletter \$1,000.00 400 Brochures Distributed \$49.77 2 Scholarships \$1 1 Membership \$325.00 1 Membership \$325.00 1 Nembership \$1 1 Membership \$325.00 1 Membership \$325.00 1 Membership \$1 1 Membership \$325.00 1 Membership \$1 1 Membership \$325.00 1 Membership \$1 1 Membership \$1

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:	Craig Colton	Title:	Chair	
Signature:	lift	Date:	8/18/22	

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:

COMPLIANCE CERTIFICATION FORM

	MIM	IORITY SI	DEPARTMI ERVICE-DIS	DEPARTMENT OF ECONOMIC OPPORTUNITY MINORITY SERVICE-DISABLED VETERAN BUSINESS ENTERPRISE REPORT	IIC OPPORTUNI BUSINESS ENTI	ITY ERPRISE REPO	RT	
Company Name:	The Original Florida Tourism Task Force	I Tourism	Task Force	Invoice #:	2		. Date: -	8/18/22
Contract Amount:	\$50,000		÷					
MBE Participation Amount:	Ş		1	MBE Percentage:	%0	%		
DV Participation Amount:	Ŷ		E.	DV Percentage:	%0	%		
	**Include cc	onsultants,	MINORITY sub-contract	MINORITY BUSINESS ENTERPRISE (MBE) **Include consultants, sub-contractors, travel agents, etc. who provided services on this project	(PRISE (MBE) c. who provided se	rvices on this pro		
		*	State					Project Type
**Minority Business Enterprise	Description	MBE	Certified MBE	MBE Contract \$ Amount	<pre>\$ Amount this Invoice</pre>	Total Paid	Balance Due	(Commodities or Contractual
-		Status	(Yes or No)					Services)
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	**Certified MBE: H - African American Non-Certified MBE: N - African American	African Am African An		 I - Hispanic J - Asian/Hawaiian K - Native American M - American Women O - Hispanic P - Asian/Hawaiian Q - Native American R - American Women 	aiian K - Native Am waiian Q - Native	herican M - Ame American R - Am	rican Women ierican Women	
	**Include cc	SERVICE onsultants,	:-DISABLED sub-contract	SERVICE-DISABLED VETERAN (DV) BUSINESS ENTERPRISE **Include consultants, sub-contractors, travel agents, etc. who provided services on this project	USINESS ENTER	RPRISE rivices on this pro-	vject	
**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)
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*Certified DV: W - Service-Disabled Veteran Business **Non-Certified DV: Y - Service-Disabled Veteran Business



AAA Threads 2022

November 14, 2022 – November 15, 2022

9:00 AM-5:00 PM • Viewing in Eastern Time

For the first time ever, AAA NE is bringing it's annual conference outside of New England. VISIT FLORIDA is the host destination and is offering partners opportunities to meet with and train 200 of the top AAA NE agents during the first day of the event, Florida Day! The second day is open to non-Florida suppliers and vendors.

When: November 14 & 15, 2022 with post FAM opportunities

Where: Caribe Royale Orlando, Orlando, FL

Tentative Agenda:

11/14/22

- Welcome Breakfast
- Florida Destination Trainings (SOLD OUT)
- Florida Day Lunch
- Florida Day Tradeshow with Appointments
- Offsite Evening Event

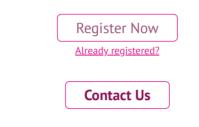
11/15/22

• Open Tradeshow (All Suppliers in addition to FL)

Florida Day Package \$1,000

Includes:

- One Delegate Badge
- One Tradeshow Booth (both Nov 14 & 15)
- Seat at the Florida Breakfast & Lunch
- Access to offsite Florida evening networking event



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 Event Management Software
 Mobile Event Apps
 Survey Software
 Event Venues
 Strategic Meetings Management

 Privacy Policy
 Privacy Policy
 Venues
 Venues
 Venues
 Venues

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 Management and Director of Engaged Learning and Outreach FLG 302 P.O. Box 118208 Gainesville, FL 32611 (w) 352.294.6922 brian@briandavery.com

Ron Gromoll

Lecturer and Internship Coordinator University of Florida Department of Tourism, Hospitality & Event Management FLG 190A, P.O. Box 118205 Gainesville, FL 32611 (w) 352.294.3064 rgromoll@ufl.edu

Elizabeth Reyes, APR, CPRC

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

BRADFORD COUNTY

(\$3,000 - 2 votes)

William Sexton, Vice-Chair

Bradford County Attorney 945 North Temple Avenue Starke, FL 32091-2210 (w) 904.368.3902 will_sexton@bradfordcountyfl.gov

The Honorable Daniel Riddick

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 bccriddick@yahoo.com

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 <u>arosner@columbiacountyfla.com</u> 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 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 <u>russ776@bellsouth.net</u> <u>www.visitdixie.com</u> 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)

Carol McOueen

9207 Florida Street Fanning Springs, FL 32693 (h) 352.221.2946 carolmcqueen44@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)

Jackie Blount

Madison County Chamber of Commerce & Tourism 182 NW College Loop Madison, FL 32340 (c) 850.673.1046 jacquelyneblount@yahoo.com

Marlene Squires-Swanson

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

Dale Walker

City Manager City of Lake Butler 200 SW 1st Street Lake Butler, Fl. 32054-2016 (w) 386.496.3401 dwalker@cityoflakebutler.com

WAKULLA COUNTY

(\$3,000 - 2 votes)

Natalie Knowles

Procurement and Contract Coordinator Wakulla County Board of County Commissioners 3093 Crawfordville Hwy. Crawfordville, FL 32327 (w) 850.926.0919 <u>nknowles@mywakulla.com</u> <u>www.visitwakulla.com</u>

Thomas Herndon

Outreach Coordinator Wakulla County Tourist Development Council P.O. Box 1263 Crawfordville, FL 32327 (w) 850.745.7713 therndon@mywakulla.com www.visitwakulla.com

STAFF

Lauren Yeatter Senior Planner Visit Natural North Florida 2009 NW 67th Place Gainesville, FL 32653 (w) 352.955.2200 ext. 113 <u>yeatter@ncfrpc.org</u> 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

:\original florida\members & volunteers\of member list 4-21-2022.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 209 SE 1st Street Trenton, FL 32693 (w) 352.463.3198 (c) 352.210.1827 <u>dcreamer@gilchrist.fl.us</u> www.VisitGilchristCounty.com

Jo Clark - Blogger 319 14th Avenue South Surfside Beach, SC29575 (c) 843.446.4441 jo@southernexposure.us

r:\original florida\members & volunteers\of volunteers list 9-23-2021.docx

2022 Visit Natural North Florida Meeting Dates and Counties



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

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

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