

## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **October 17, 2019**. The meeting will be held at **Hart Springs, 4240 SW 86th Avenue, Bell, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)



**Hart Springs**  
**4240 SW 86th Avenue**  
**Bell, FL 32619**

**TOURISM TASK FORCE  
Meeting Agenda**

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

**October 17, 2019  
Thursday, 10:00 a.m.**

	<b>PAGE NO.</b>
I. Call to Order, Introductions	
II. Approval of Agenda	3
III. Approval of September 19, 2019 Meeting Minutes	5
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	9
a. Monthly Financial Report Review and Approval - August 31, 2019	
2. Marketing Committee	
3. Bicycle Guide Committee	
B. Fiscal Year 2018-19 Regional Rural Development Grant	31
1. Website	
a. Attractions Maintenance and Updating	
b. New Places to Go Town Pages	
2. e-newsletter	31
3. Website Blogs	
4. Ultimate Bicycle Guide Reprint	
5. Domestic Travel Shows	
6. Advertising Campaign	
a. Digital Marketing	
b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)	47
c. VISIT FLORIDA Retargeting Campaign	
7. Brochure Distribution	
8. Scholarships	
a. Florida Governor's Tourism Conference	
9. Professional Organization Memberships	
C. Fiscal Year 2019-20 Regional Rural Development Grant	
1. Authorization to Submit Fiscal Year 2019-20 Regional Rural Development Grant Application	55
D. VISIT FLORIDA Grants	
1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19 Rural Area of Opportunity Partnership Program	
a. Final Reimbursement Request	
2. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20	57
a. VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant Contract	

- E. VISIT FLORIDA Report
  - 1. Monthly Report - Brenna Dacks
- F. Staff Items
- G. Other Old Business
  - 1. Updated Task Force Member Contact Information 61
  - 2. Travel Show Coordinator Contract - Fiscal Year 2019-20
- H. Announcements
- V. NEW BUSINESS
- VI. Leadership Forum:
  - Donna Creamer, Gilchrist County
  - Outdoor Recreation Opportunities in Gilchrist County
- VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., November 21, 2019 in Columbia County at a location to be determined.

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

VISIT FLORIDA Office  
2540 West Executive Center Circle, Suite 200  
Tallahassee, FL

September 19, 2019  
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Craig Colton, Lafayette County  
Carol McQueen, Levy County  
Jackie Blount, Madison County  
Phyllis Williams, Madison County  
Charissa Setzer, Suwannee County  
Dawn Taylor-Perez, Taylor County, Chair  
Thomas Herndon, Wakulla County

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Paula Vann, Columbia County  
Rod Butler, Columbia County  
Lee Deen, Gilchrist County  
David Ward, Jefferson County  
Tisha Whitehurst, Levy County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County  
Dale Walker, Union County  
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA  
Nancy Moreland, Convey More  
Lois Nevins, By All Means Travel

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor, called the meeting to order at 10:08 a.m.

II. APPROVAL OF THE AGENDA

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

**ACTION: Katrina Richardson moved and Sean Plemons seconded to approve the meeting agenda. The motion passed unanimously.**

III. APPROVAL OF THE AUGUST 15, 2019 MINUTES

Chair Taylor asked for approval of the August 15, 2019 meeting minutes.

**ACTION: Katrina Richardson moved and Carol McQueen seconded to approve the August 15, 2019 minutes as presented. The motion passed unanimously.**

#### IV. OLD BUSINESS

##### A. Committee Reports

##### 1. Finance Committee Report

##### a. Monthly Financial Reports Review and Approval

##### 1. July 31, 2019

**ACTION: Phyllis Williams moved and Craig Colton seconded to approve the July 31, 2019 monthly financial report as presented. The motion passed unanimously.**

##### b. Adoption of Fiscal Year 2019-20 Budget

**ACTION: Katrina Richardson moved and Patricia Watson seconded to approve the Fiscal Year 2019-20 Budget as revised to delete \$12,000 for six New County/Town Website Videos. The motion passed unanimously.**

##### 2. Nominating Committee Report

Phyllis Williams, Chair of the Nominating Committee presented the Committee's recommended slate of officers for the term of October 2019 to September 2021:

Chair: Dawn Taylor-Perez

Vice Chair: William Sexton

Secretary/Treasurer: Katrina Richardson

**ACTION: Carol McQueen moved and Sean Plemons seconded to approve the slate of officers as presented by the Nominating Committee. The motion passed unanimously.**

##### 3. Bicycle Guide Committee Report

The Bicycle Guide Committee met on September 9, 2019 at 2:30 p.m. at the Visit Columbia Office in Lake City.

##### B. Fiscal Year 2018-19 Regional Rural Development Grant

##### 1. Website

##### a. Attractions Maintenance and Updating

##### b. New Places to Go Town Pages

##### 2. E-Newsletter

Lauren Yeatter, Senior Planner reported that the Fall Newsletter will be emailed by the end of September 2019.

3. Website Blogs

Nancy Moreland reported that blogs on Williston, High Springs and White Springs will be completed soon.

4. Ultimate Bicycle Guide Reprint

5. Domestic Travel Shows

a. Georgia RV and Camper Show

Donna Creamer reported on the show.

6. Advertising Campaign

a. Digital Marketing

b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)

Brenna Dacks reminded the Task Force that the advertisement for the 2020 Transportation Map is due October 3, 2019.

c. VISIT FLORIDA Retargeting Campaign

Lauren Yeatter reported that the Retargeting Campaign will begin after the Madden Group finalizes graphics.

7. Brochure Distribution

8. Scholarships

a. Florida Governor's Tourism Conference

9. Professional Organization Memberships

C. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19  
Rural Area of Opportunity Partnership Program

a. Final Reimbursement Request

Lauren Yeatter reported that the Task Force has not yet received payment for the final reimbursement request.

2. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20

D. VISIT FLORIDA Report

1. Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly report.

E. Staff Items

F. Other Old Business

1. Updated Task Force Member Contact Information

G. Announcements

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

V. New Business

VI. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., October 17, 2019 in Gilchrist County at a location to be determined.

**The meeting adjourned at 10:56 a.m.**

---

Dawn Taylor-Perez, Chair

10/17/19

Date

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



8:55 AM

10/10/19

Accrual Basis

# The Original Florida Tourism Task Force

## Balance Sheet

As of August 31, 2019

	Aug 31, 19
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Cash in Bank - Capital City	41,945.93
Total Checking/Savings	41,945.93
Accounts Receivable	
Accounts Receivable	64,900.67
Total Accounts Receivable	64,900.67
Other Current Assets	
Prepaid Expense	2,445.62
Prepaid Registration Fees	924.00
Total Other Current Assets	3,369.62
Total Current Assets	110,216.22
<b>TOTAL ASSETS</b>	<b>110,216.22</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	50,114.34
Total Accounts Payable	50,114.34
Total Current Liabilities	50,114.34
Total Liabilities	50,114.34
<b>Equity</b>	
Unrestricted Earnings	90,296.87
Net Income	-30,194.99
Total Equity	60,101.88
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>110,216.22</b>

8:56 AM  
10/10/19  
Accrual Basis

The Original Florida Tourism Task Force  
**Profit & Loss**  
August 2019

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	Aug 19
Expense	
Marketing	
Collateral Materials	
Distribution	933.00
Total Collateral Materials	933.00
Total Marketing	933.00
Total Expense	933.00
Net Income	-933.00

4:22 PM

09/10/19

**The Original Florida Tourism Task Force**  
**Reconciliation Summary**  
**Cash in Bank - Capital City, Period Ending 08/30/2019**

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	Aug 30, 19	
Beginning Balance		46,663.59 ✓
Cleared Transactions		
Checks and Payments - 8 items	-3,217.66 ✓	
Total Cleared Transactions	-3,217.66	
Cleared Balance		43,445.93 ✓
Uncleared Transactions		
Checks and Payments - 1 item	-1,500.00	
Total Uncleared Transactions	-1,500.00	
Register Balance as of 08/30/2019		41,945.93
Ending Balance		41,945.93

*[Handwritten signature]*  
9-10-19

**The Original Florida Tourism Task Force**  
**Reconciliation Detail**  
**Cash in Bank - Capital City, Period Ending 08/30/2019**

Type	Date	Num	Name	Clr	Amount	Balance
<b>Beginning Balance</b>						46,663.59
<b>Cleared Transactions</b>						
<b>Checks and Payments - 8 items</b>						
Bill Pmt -Check	07/03/2019	1462	Williams, Phyllis	X	-359.04	-359.04
Bill Pmt -Check	07/03/2019	1459	Garcia-Rendon Mari...	X	-60.00	-419.04
Bill Pmt -Check	07/22/2019	1463	NATC	X	-495.00	-914.04
Bill Pmt -Check	08/05/2019	1466	Two Tree, Inc.	X	-425.00	-1,339.04
Bill Pmt -Check	08/05/2019	1465	NATC	X	-81.62	-1,420.66
Bill Pmt -Check	08/19/2019	1468	CTM Media Group Inc	X	-1,299.00	-2,719.66
Bill Pmt -Check	08/19/2019	1467	Auto-Owners Insura...	X	-438.00	-3,157.66
Bill Pmt -Check	08/19/2019	1470	VisitFlorida	X	-60.00	-3,217.66
Total Checks and Payments					-3,217.66	-3,217.66
Total Cleared Transactions					-3,217.66	-3,217.66
Cleared Balance					-3,217.66	43,445.93
<b>Uncleared Transactions</b>						
<b>Checks and Payments - 1 item</b>						
Bill Pmt -Check	08/19/2019	1469	Florida Suncoast To...		-1,500.00	-1,500.00
Total Checks and Payments					-1,500.00	-1,500.00
Total Uncleared Transactions					-1,500.00	-1,500.00
Register Balance as of 08/30/2019					-4,717.66	41,945.93
<b>Ending Balance</b>					<b>-4,717.66</b>	<b>41,945.93</b>



P.O. Box 900  
Tallahassee, FL 32302

# ACCOUNT STATEMENT

SKG

00002113 FCC31545083119081757 01 000000000  
THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 NW 67TH PL  
GAINESVILLE FL 32653-1603

Date 8/30/19  
Primary Account

Page 1  
XXXXXXXX2204



Need a personal loan or line of credit? Visit [ccbg.com/loans](http://ccbg.com/loans) for information about our consumer credit products and then simply apply online. We make it easy to apply for the funds you need. All loans subject to credit approval; Equal Housing Lender.

## CHECKING ACCOUNT

ANALYZED BUS CHECKING  
Account Number  
Previous Balance  
Deposits/Credits  
8 Checks/Debits  
Service Charges  
Interest Paid  
Ending Balance

XXXXXXXX2204  
46,663.59 ✓  
.00 ✓  
3,217.66 ✓  
.00 ✓  
.00 ✓  
43,445.93 ✓  
Images  
Statement Dates 8/01/19 thru 9/02/19  
Days in this Statement Period 33  
Avg Ledger Balance 45,139.90  
Avg Collected Balance 45,139.90

## CHECKS IN NUMBER ORDER

Date	Check No	Amount	Date	Check No	Amount
8/27	1459	60.00 ✓	8/12	1466	425.00 ✓
8/02	1462*	359.04 ✓	8/27	1467	438.00 ✓
8/06	1463	495.00 ✓	8/26	1468	1,299.00 ✓
8/19	1465*	81.62 ✓	8/26	1470*	60.00 ✓

\* Denotes missing check numbers

## DAILY BALANCE INFORMATION

Date	Balance	Date	Balance	Date	Balance
8/01	46,663.59	8/06	45,809.55	8/19	45,302.93
8/02	46,304.55	8/12	45,384.55	8/26	43,943.93

RECEIVED

SEP 09 2019

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL





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

Date 8/30/19  
Primary Account

Page 2  
XXXXXXX2204

ANALYZED BUS CHECKING

XXXXXXX2204 (Continued)

DAILY BALANCE INFORMATION

Date	Balance
8/27	43,445.93

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

00002113-0003444-0002-0003-FCC31545083119081757-01-L



**Visit Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXES FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32609-1002  
888.855.2200

**Capital City Bank** 1459

8/27/2019

PAY TO THE ORDER OF Marjole Garcia-Rendon \$ 60.00

Eighty and 00/100

1100 West Butler Street  
Jennings, FL 32053

MEMO

0001459 00631006884 0224792204

1459 08/27/2019 \$60.00

**Visit Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXES FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32609-1002  
888.855.2200

**Capital City Bank** 1462

8/2/2019

PAY TO THE ORDER OF Phyllis Wilbera \$ 359.04

Three Hundred Fifty-Nine and 04/100

Phyllis Wilbera  
Madison County Chamber of Commerce  
P.O. Box 817  
Madison, FL 32341

MEMO

0001462 00631006884 0224792204

1462 08/02/2019 \$359.04

**Visit Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXES FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32609-1002  
888.855.2200

**Capital City Bank** 1463

8/2/2019

PAY TO THE ORDER OF NATC \$ 495.00

Four Hundred Ninety-Five and 00/100

NATC  
NATC Shows  
1405 Oakbrook Dr, Ste 500  
Norcross, GA 30093

MEMO

0001463 00631006884 0224792204

1463 08/06/2019 \$495.00

**Visit Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXES FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32609-1002  
888.855.2200

**Capital City Bank** 1465

8/5/2019

PAY TO THE ORDER OF NATC \$ 81.82

Eighty-One and 82/100

NATC  
NATC Shows  
1405 Oakbrook Dr, Ste 500  
Norcross, GA 30093

MEMO

0001465 00631006884 0224792204

1465 08/19/2019 \$81.62

**Visit Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXES FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32609-1002  
888.855.2200

**Capital City Bank** 1466

8/5/2019

PAY TO THE ORDER OF Two Tree, Inc. \$ 425.00

Four Hundred Twenty-Five and 00/100

Two Tree, Inc.  
Torrey Thompson  
24-A NW 33rd Court  
Gainesville, FL 32607

MEMO

0001466 00631006884 0224792204

1466 08/12/2019 \$425.00

**Visit Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXES FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32609-1002  
888.855.2200

**Capital City Bank** 1467

8/19/2019

PAY TO THE ORDER OF Auto-Daners Insurance \$ 438.00

Four Hundred Thirty-Eight and 00/100

Auto-Daners Insurance  
P.O. Box 740812  
Cincinnati OH 45214-0812

MEMO

0001467 00631006884 0224792204

1467 08/27/2019 \$438.00

**Visit Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXES FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32609-1002  
888.855.2200

**Capital City Bank** 1468

8/19/2019

PAY TO THE ORDER OF CTM Media Group Inc \$ 1,299.00

One Thousand Two Hundred Ninety-Nine and 00/100

CTM Media Group Inc  
11 Largo Drive South  
Branford, CT 06907

MEMO

0001468 00631006884 0224792204

1468 08/26/2019 \$1,299.00

**Visit Natural North Florida** THE ORIGINAL FLORIDA TOURISM TAXES FORCE  
2009 N.W. 87TH PLACE  
GAINESVILLE, FLORIDA 32609-1002  
888.855.2200

**Capital City Bank** 1470

8/19/2019

PAY TO THE ORDER OF Visit Florida \$ 60.00

Sixty and 00/100

Visit Florida  
Accounting Department  
2645 W. Expressway Center Circle Ste 200  
Tallahassee, FL 32301

MEMO

0001470 00631006884 0224792204

1470 08/26/2019 \$60.00







10/3/2019 4:07 PM

ANALYZED BUS CHK

\*\*\*\*\*2204

		<b>THE ORIGINAL FLORIDA TOURISM TASK FORCE</b> 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200		63-68/631	1459
PAY TO THE ORDER OF <b>Mariela Garcia Rendon</b>		<b>\$ **60.00</b>		<b>7/3/2019</b>	
Sixty and 00/100		DOLLARS		1105 Ben Bates Street Jennings, FL 32053	
MEMO					
001459		0631006888		0224792204	

<b>ENDORSE HERE</b> 	
<input type="checkbox"/> CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE	
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE	
The security features listed below, as well as those not listed, exceed industry guidelines.	
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<b>True Watermark</b> • Hold check to a light source to view. • Cannot be photocopied.	• Visible Fibers • Fibers in paper visible under ultraviolet light.
<b>Insoluble Fibers</b> • Chemical Wash Detection Area • Chemical Wash Detection Area	• Stains or spots may appear if chemical • Microprinting • Small type in check border appears • as dotted line when copied.
<b>High Resolution Warming Band</b> • Text alerts harder to security features.	• First lines in • border and corners are difficult to replicate or copy.
<b>Toner Adhesion Properties</b> • Chemistry in paper bonds laser toner to paper fibers • with heat. Damage is visible with abrasion attempts.	• Document made with technology to prevent • most copiers from creating a usable copy.
<b>Anti-Copy Technology</b> • Discourages cut-and-paste alterations.	• Federal Reserve Board of Governors Reg. CC

Amount: -60.00

Description: Check

Check Number: 1459

Posted Date: 8/27/2019

Transaction Type: History

\*\*\*\*\*2204

8/5/2019 4:12 PM

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 1462

63-68/631

B C F C  
Teller # 214 7/3/2019

AUG 01 2019 \$ \*\*359.04

PAY TO THE ORDER OF Phyllis Williams

Three Hundred Fifty-Nine and 04/100\*\*\*\*\* DOLLARS

Phyllis Williams  
Madison County Chamber of Commerce  
P.O. Box 817  
Madison, FL 32341

MEMO

SHIELD

S S R. L.

#001462# 1:0631006881: 0224792204#

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 Phyllis M. Williams  
 67233390





**Amount:** -359.04  
**Description:** Check  
**Check Number:** 1462  
**Posted Date:** 8/2/2019  
**Transaction Type:** History



10/3/2019 4:08 PM

ANALYZED BUS CHK

\*\*\*\*\*2204

DOCUMENT INCLUDES VISIBLE FIBER, CHEMICAL NATIVE, MICR LINE, AND A TONER LOGO		1463	
	THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 87TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200	Capital City Bank	7/22/2019
PAY TO THE ORDER OF NATC		63-68/631	7/22/2019
Four Hundred Ninety-Five and 00/100*****		DOLLARS	
MEMO NATC NATC Shows 1455 Oakbrook Dr, Ste 600 Norcross, GA 30093		 	
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW		HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT	
⑈001463⑈ ⑈063100688⑈		0224792204⑈	

20190805210862838584 07 1513

Regions Bank &gt;062000019&lt;

HERE  
PAY TO THE ORDER OF  
REGIONS  
FOR DEPOSIT ONLY  
NORTH ATLANTA TRADE CTR INC  
0225944878

STAMPS FOR SLIP  
FOR FINANCIAL IN

2019080521000000038564 07 1513  
Regions Bank >062000019<

**Amount: -495.00**

**Description:** Check

**Check Number: 1463**

**Posted Date:** 8/6/2019

### Transaction Type: History



10/3/2019 4:08 PM

ANALYZED BUS CHK

\*\*\*\*\*2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PAPER FIBERS AND A FINELY TEXTURED PAPER

**Visit Natural North Florida** THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32653-1603  
352.855.2200

63-68/631

**Capital City Bank** 1465

8/5/2019

PAY TO THE ORDER OF NATC \$ \*\*81.62

Eighty-One and 62/100 \*\*\*\*\* DOLLARS

NATC  
NATC Shows  
1455 Oakbrook Dr, Ste 600  
Norcross, GA 30093

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

1100146511 0063100688 0224792204

20190816210863217517 06 1050

Regions Bank &gt;062000019&lt;

20190816210863217517 06 1050  
Regions Bank >062000019<

ENDORSE HERE

PAY TO THE ORDER OF  
REGIONS  
FOR DEPOSIT ONLY  
NORTH ATLANTA TRADE CTR INC.  
0225944878

DATE

STAMP OR SIGN

DATE

Amount: -81.62

Description: Check

Check Number: 1465

Posted Date: 8/19/2019

Transaction Type: History



10/3/2019 4:08 PM

ANALYZED BUS CHK

\*\*\*\*\*2204

		THE ORIGINAL FLORIDA TOURISM TASK FORCE 2009 N.W. 87TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.955.2200	49 	1466
PAY TO THE ORDER OF Two Tree, Inc.		8/5/2019		
Four Hundred Twenty-Five and 00/100*****		\$**425.00		
Two Tree, Inc. Tommy Thompson 24-A NW 33rd Court Gainesville, FL 32607		S S R K		
MEMO				
@001466@ 100631006881 0224792204				

SECURITY FEATURES The security features listed below are used to protect the security of the check.	ATTENTION COLOR INSIDE THIS LOCK AREA SHOULD BE WHITE	CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE DO NOT WRITE STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE	ENDORSE HERE Two Tree, Inc. Tommy Thompson 24-A NW 33rd Court Gainesville, FL 32607
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Amount: -425.00

Description: Check

Check Number: 1466

Posted Date: 8/12/2019

Transaction Type: History



10/3/2019 4:09 PM

ANALYZED BUS CHK

\*\*\*\*\*2204

MEMO		DATE		AMOUNT	
Visit <b>Natural North Florida</b>		<b>THE ORIGINAL FLORIDA TOURISM TASK FORCE</b> 2009 N.W. 67TH PLACE GAINESVILLE, FLORIDA 32653-1603 352.956.2200		<b>Capital City Bank</b> 1467	
PAY TO THE ORDER OF		Auto-Owners Insurance		8/19/2019	
Four Hundred Thirty-Eight and 00/100*****				\$ **438.00	
Auto-Owners Insurance P.O. Box 740312 Cincinnati OH 45274-0312		S.S.R.K.		DOLLARS	
MEMO		Shield			
TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW		HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT			
⑈001467⑈ ⑈063100688⑈		0224792204⑈			

<b>* ENDORSE HERE</b>	
<input type="checkbox"/>	CHECK HERE AFTER MOBILE OR REMOTE DEPOSIT DATE _____
DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE RESERVED FOR FINANCIAL INSTITUTION USE	
<p>The security of your deposit is our top priority. We have designed this check with many features to help protect your money.</p> <p><b>Security Features:</b></p> <ul style="list-style-type: none"> <li><b>Hologram:</b> A small, circular mark that appears on the front of the check. It contains the words "Check Deposit Only" and "FD-302".</li> <li><b>Heat Sensitive Ink:</b> The words "Check Deposit Only" will disappear when the check is heated.</li> <li><b>True Watermark:</b> A watermark that appears in the paper when held up to light.</li> <li><b>Visible Fibers:</b> Small fibers embedded in the paper.</li> <li><b>Invisible Fibers:</b> Small fibers embedded in the paper that are invisible to the naked eye.</li> <li><b>Chemically Sensitive Paper:</b> The paper reacts to heat, making the words "Check Deposit Only" appear.</li> <li><b>Chemical Wash Detection:</b> The paper reacts to chemicals, making the words "Check Deposit Only" appear.</li> <li><b>Macroprinting:</b> Small letters printed on the back of the check that are visible only under a microscope.</li> <li><b>High Resolution Writing:</b> The words "Check Deposit Only" are printed in a way that makes them difficult to copy.</li> <li><b>Toner Adhesion Properties:</b> The toner used to print the words "Check Deposit Only" adheres to the paper.</li> <li><b>Anti-Copy Technology:</b> The words "Check Deposit Only" are printed in a way that makes them difficult to copy.</li> <li><b>Laid Line Back Pattern:</b> A pattern of lines on the back of the check that makes it difficult to copy.</li> </ul>	
<p>For more information about our security features, please contact us at 1-800-XXX-XXXX or visit our website at www.xxx.com.</p>	

**Amount: -438.00**

**Description:** Check

**Check Number: 1467**

**Posted Date:** 8/27/2019

### Transaction Type: History



10/3/2019 4:09 PM

ANALYZED BUS CHK

\*\*\*\*\*2204

DOCUMENT INCLUDES VISIBLE FIBERS, CHEMICAL REACTIVE PROPERTIES AND FEATURES & OIL HOLOGRAM

Visit **Natural North Florida**

THE ORIGINAL FLORIDA TOURISM TASK FORCE  
2009 N.W. 67TH PLACE  
GAINESVILLE, FLORIDA 32653-1803  
352.955.2200

63-68/631

1468

8/19/2019

PAY TO THE ORDER OF CTM Media Group Inc

\$ \*\*1,299.00

One Thousand Two Hundred Ninety-Nine and 00/100 \*\*\*\*\* DOLLARS

CTM Media Group Inc  
11 Largo Drive South  
Stamford, CT 06907

MEMO

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

00 1468 063100688 0224792204

Deposited only to  
CTM Media Group Inc  
CTM MEDIA GROUP INC OPERATING ACCOUNT  
INC Operating AC

Deposited by  
CHECK HERE AFTER  
MOBILE OR REMOTE DEPOSIT DATE

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

Seq: 22  
Dep: 008972  
Date: 08/23/19

The security features listed below, as well as those not listed, except where stated otherwise, are described in the security guidelines.

Security Features:

- Hologram
- Heat Sensitive Ink
- True Watermark
- Visible Fibers
- Invisible Fibers
- Chemically Sensitive Paper and Chemical Wash Detection Area
- Microprinting
- High Resolution Warning Band
- Toner Adhesion Properties
- Anti-Copy Technology
- Laid Line Back Pattern

FEDERAL RESERVE BOARD OF GOVERNORS REG. CC

Amount: -1299.00

Description: Check

Check Number: 1468

Posted Date: 8/26/2019

Transaction Type: History



10/3/2019 4:09 PM

ANALYZED BUS CHK

\*\*\*\*\*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 32653-1803  
352.955.2200

**Capital City Bank** 1470  
63-68/631  
8/19/2019

PAY TO THE ORDER OF Visit Florida \$\*\*60.00  
Sixty and 00/100 \*\*\*\*\* DOLLARS

Visit Florida  
Accounting Department  
2540 W. Executive Center Circle Ste 200  
Tallahassee, FL 32301

MEMO 69600

TRUE WATERMARK PAPER - HOLD TO LIGHT TO VIEW

HEAT SENSITIVE RED IMAGE DISAPPEARS WITH HEAT

001470 00631006881 0224792204

ENDORSE HERE

Pay to the Order Of  
WELLS FARGO BANK, NA  
For Deposit Only  
FLORIDA TOURISM INDUSTRY MKTG  
VISIT FLORIDA - PRIVATE ACCT

☐ CHECK HERE AFTER DEPOSIT TO VISIT FLORIDA  
MOBILE OR REMOTE DEPOSIT USE  
AT FARGO FOR FINANCIAL INSTITUTION USE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE

Amount: -60.00

Description: Check

Check Number: 1470

Posted Date: 8/26/2019

Transaction Type: History



The Original Florida Tourism Task Force  
Transactions by Account  
As of August 31, 2019

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount
Prepaid Expense								
Bill	08/01/2019	8T029132	Florida Suncoast Tourism Promotions, Inc.	Brochure Distribution - August 2019	8202 - FDEO 18/19		Accounts Payable	500.00
Bill	08/01/2019	8T029132	Florida Suncoast Tourism Promotions, Inc.	Brochure Distribution - September 2019	8202 - FDEO 18/19		Accounts Payable	500.00
Bill	08/01/2019	01S-183151	CTM Media Group Inc	Brochure Distribution September 2019	8202 - FDEO 18/19		Accounts Payable	433.00
Bill	08/01/2019	01S-183151	CTM Media Group Inc	Brochure Distribution October 2019	8202 - FDEO 18/19		Accounts Payable	433.00
Bill	08/01/2019	011031176	Auto-Owners Insurance	General Liability Policy #0922322-78139716-19 08/2 83011 - General	8202 - FDEO 18/19		Accounts Payable	438.00
Bill	08/05/2019	OFTTF080519	NATC	Furniture Rental for Georgia RV & Camper Show Se 8202 - FDEO 18/19	8202 - FDEO 18/19		Accounts Payable	81.62
Bill	08/19/2019	6JNZFWV5JHN	VisitFlorida	I-75 Welcome Center 2019 Fall Festival - Marketing	83011 - General		Accounts Payable	60.00
Total Prepaid Expense								2,445.62
TOTAL								2,445.62

The Original Florida Tourism Task Force  
Transactions by Account  
As of August 31, 2019

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount
Prepaid Registration Fees								
Bill	04/01/2019	00066484	VisitFlorida	2019 Florida Governor's Conference on Tourism - 9 8202 - FDEO 18/19			Accounts Payable	399.00
Bill	07/22/2019	OFTTF072219	NATC	Registration for Georgia RV & Camper Show Septe 8202 - FDEO 18/19			Accounts Payable	495.00
Bill	08/19/2019	20190819-00003	University of Florida Career Connection	Registration for HHP Internship and Job Fair - Sept 83011 - General			Accounts Payable	30.00
Total Prepaid Registration Fees								924.00
TOTAL								924.00

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

As of August 31, 2019

(These financial statements are unaudited)

	Budget	August 2019	Year to Date	Over/(Under) Budget
Co-op Regional Marketing Program Fee	53,000.00	0.00	53,000.00	0.00
DEO Rural Development Grant 17/18	48,700.00	0.00	34,187.24	(14,512.76)
DEO Rural Development Grant 18/19	120,600.00	0.00	0.00	(120,600.00)
VisitFlorida Rural Area Opportunity Grant 18/19	126,000.00	0.00	113,704.51	(12,295.49)
VisitFlorida Rural Area Opportunity 18/19 In-Kind	12,800.00	0.00	0.00	(12,800.00)
Other	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>361,100.00</b>	<b>0.00</b>	<b>200,891.75</b>	<b>(160,208.25)</b>
<b>Expenses</b>				
<b>Marketing</b>				
<b>Collateral Materials</b>				
Print Ultimate Bicycle Guide	3,000.00	0.00	0.00	(3,000.00)
Print RV Parks & Campgrounds Brochure	0.00	0.00	347.10	347.10
Print Experience North Florida Bike Flyer	0.00	0.00	72.00	72.00
<b>Total Collateral Materials</b>	<b>3,000.00</b>	<b>0.00</b>	<b>419.10</b>	<b>(2,580.90)</b>
<b>Website</b>				
Fishing, Paddling, Bike & Springs Microsites	7,000.00	0.00	0.00	(7,000.00)
Regional Video	5,000.00	0.00	5,000.00	0.00
Website Blogs	5,100.00	0.00	5,159.00	59.00
Web Hosting Services	6,000.00	0.00	7,000.00	1,000.00
County/Town Videos	12,000.00	0.00	0.00	(12,000.00)
Topic-Centered Landing Pages	10,000.00	0.00	0.00	(10,000.00)
Town Landing Pages	2,500.00	0.00	0.00	(2,500.00)
Ultimate Bicycle Guide Landing Page	100.00	0.00	0.00	(100.00)
Ultimate Springs Guide Landing Page	100.00	0.00	0.00	(100.00)
Paddling Landing Page	100.00	0.00	0.00	(100.00)
Florida State Parks Page	100.00	0.00	0.00	(100.00)
Fishing Page	100.00	0.00	0.00	(100.00)
Places to Stay, Eat & Things to Do	2,000.00	0.00	0.00	(2,000.00)
Website Header Enhancements	0.00	0.00	2,000.00	2,000.00
<b>Total Website</b>	<b>50,100.00</b>	<b>0.00</b>	<b>19,159.00</b>	<b>(30,941.00)</b>
<b>Trade Shows</b>				
Whistles & Other Promotional Items	5,000.00	0.00	4,905.18	(94.82)
Popup and/or Cloth Displays - VF In-Kind	5,000.00	0.00	0.00	(5,000.00)
Welcome Center Rack Space - VF In-Kind	800.00	0.00	0.00	(800.00)
State Park Guides & State Maps-VF In-Kind	2,000.00	0.00	0.00	(2,000.00)
Dusseldorf & NY Times Register-VF In-Kind	5,000.00	0.00	4,600.87	(399.13)

# The Original Florida Tourism Task Force

## Income and Expenses - Budget vs. Actual

### As of August 31, 2019

(These financial statements are unaudited)

	Budget	August 2019	Year to Date	Over/(Under) Budget
VF Georgia RV & Camper Show	4,200.00	0.00	0.00	(4,200.00)
VF Boot Dusseldorf	6,300.00	0.00	0.00	(6,300.00)
VF Atlanta Camping & RV Show	3,800.00	0.00	2,836.32	(963.68)
VF Nashville RV Super Show	5,100.00	0.00	5,083.77	(16.23)
VF New York Times Travel Show	3,000.00	0.00	667.58	(2,332.42)
VF London Times Destinations Show	15,200.00	0.00	9,270.42	(5,929.58)
VF Houston RV Show	7,300.00	0.00	7,678.23	378.23
VF Chicago RV & Camping Show	7,100.00	0.00	7,189.41	89.41
VF Boston Travel & Adventure Show	7,700.00	0.00	6,763.71	(936.29)
VF F.re.e. Messe Munich	12,600.00	0.00	10,025.43	(2,574.57)
VF Toronto Outdoor Adventure Show	8,300.00	0.00	6,204.04	(2,095.96)
VF Canoecon Madison, WI	6,300.00	0.00	5,046.00	(1,254.00)
VF Philadelphia Travel & Adventure Show	7,300.00	0.00	7,303.28	3.28
VF Ottawa Outdoor & Travel Adventure Show	7,900.00	0.00	2,269.15	(5,630.85)
VF Washington DC Travel & Adventure Show	7,000.00	0.00	7,159.89	159.89
Midwest Mountaineering Spring Expo	6,700.00	0.00	4,152.20	(2,547.80)
Bike Expo New York	7,700.00	0.00	6,961.41	(738.59)
VF Ottawa Travel and Vacation Show	0.00	0.00	6,610.74	6,610.74
<b>Total Trade Shows</b>	<b>141,300.00</b>	<b>0.00</b>	<b>104,727.63</b>	<b>(36,572.37)</b>
<b>Advertising</b>				
Brochure Distribution	12,000.00	933.00	10,263.00	(1,737.00)
Digital Advertising Campaign	23,500.00	0.00	13,250.00	(10,250.00)
Florida Vacation Planner Print Advertisement	8,300.00	0.00	8,303.25	3.25
Florida Transportation Map Print Advertisement	5,000.00	0.00	0.00	(5,000.00)
Undiscovered Florida Print Advertisement	8,200.00	0.00	6,878.00	(1,322.00)
Quarterly eNewsletters	4,300.00	0.00	1,200.00	(3,100.00)
<b>Total Advertising</b>	<b>61,300.00</b>	<b>933.00</b>	<b>39,894.25</b>	<b>(21,405.75)</b>
<b>Total Marketing Expenses</b>	<b>255,700.00</b>	<b>933.00</b>	<b>164,199.98</b>	<b>(91,500.02)</b>
<b>Administration</b>				
NCFRPC - Admin VF & DEO 2017-18	5,625.00	0.00	0.00	(5,625.00)
NCFRPC - Admin VF & DEO FY 2018-19	18,975.00	0.00	8,725.00	(10,250.00)
NCFRPC - Admin Program Fees	12,500.00	0.00	3,125.00	(9,375.00)
Bank Charges	200.00	0.00	0.00	(200.00)
Legal Advertising	300.00	0.00	0.00	(300.00)
Legal Expenses	300.00	0.00	61.25	(238.75)
Other Admin Expenses Miscellaneous	2,000.00	0.00	818.88	(1,181.12)
Postage	300.00	0.00	96.09	(203.91)
VF Travel Show Service Program Fee	15,400.00	0.00	14,300.00	(1,100.00)

**The Original Florida Tourism Task Force**  
**Income and Expenses - Budget vs. Actual**  
**As of August 31, 2019**

(These financial statements are unaudited)

	<b>Budget</b>	<b>August 2019</b>	<b>Year to Date</b>	<b>Over/(Under) Budget</b>
Telephone	300.00	0.00	0.00	(300.00)
<b>Total Administration</b>	<b>55,900.00</b>	<b>0.00</b>	<b>27,126.22</b>	<b>(28,773.78)</b>
<b>Memberships</b>				
Visit Florida	400.00	0.00	395.00	(5.00)
Southeast Tourism Society	300.00	0.00	0.00	(300.00)
Florida Outdoor Writers Association	200.00	0.00	175.00	(25.00)
<b>Total Memberships</b>	<b>900.00</b>	<b>0.00</b>	<b>570.00</b>	<b>(330.00)</b>
<b>Professional Enhancement</b>				
SE Tourism Society Marketing College	11,600.00	0.00	10,469.36	(1,130.64)
Governor's Tourism Conference	1,700.00	0.00	0.00	(1,700.00)
<b>Total Professional Enhancement</b>	<b>13,300.00</b>	<b>0.00</b>	<b>10,469.36</b>	<b>(2,830.64)</b>
<b>Internships</b>				
Harvey Campbell Memorial Internship	6,250.00	0.00	0.00	(6,250.00)
Dean Fowler Internship	6,250.00	0.00	0.00	(6,250.00)
<b>Total Internships</b>	<b>12,500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(12,500.00)</b>
<b>Retained Reserves</b>				
Retained Reserves	22,800.00	0.00	0.00	(22,800.00)
<b>Total Retained Reserves</b>	<b>22,800.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(22,800.00)</b>
<b>Total NonMarketing Expenses</b>	<b>105,400.00</b>	<b>0.00</b>	<b>38,165.58</b>	<b>(67,234.42)</b>
<b>Total Expenses</b>	<b>361,100.00</b>	<b>933.00</b>	<b>202,365.56</b>	<b>(158,734.44)</b>
<b>Net Income</b>	<b>0.00</b>	<b>(933.00)</b>	<b>(1,473.81)</b>	<b>(1,473.81)</b>



# *Visit Natural* **NORTH FLORIDA**

**Nature is Our Theme Park**

*"And the sun took a step back, the leaves lulled themselves to sleep and Autumn was awakened." ~Raquel Franco*

## **Fall Has Arrived!**





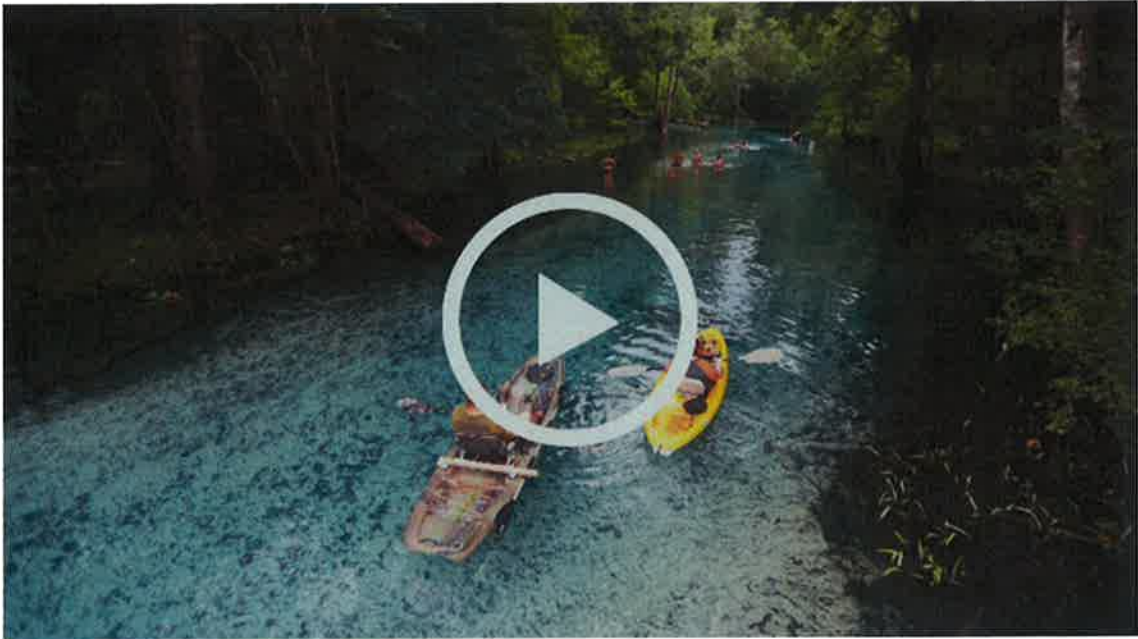
The heat is decreasing and cooler weather is approaching! In Natural North Florida, we welcome the change of season with open arms. This fall, take a visit to explore breathtaking natural scenes and family-friendly events. Let us provide the tools necessary to plan an extraordinary and memorable getaway.

Make the most out of the fall season by participating in local festivals and attractions that include kayaking, sightseeing and history. Interested? Click the button below and read on to find out more!

[Discover Natural North Florida](#)

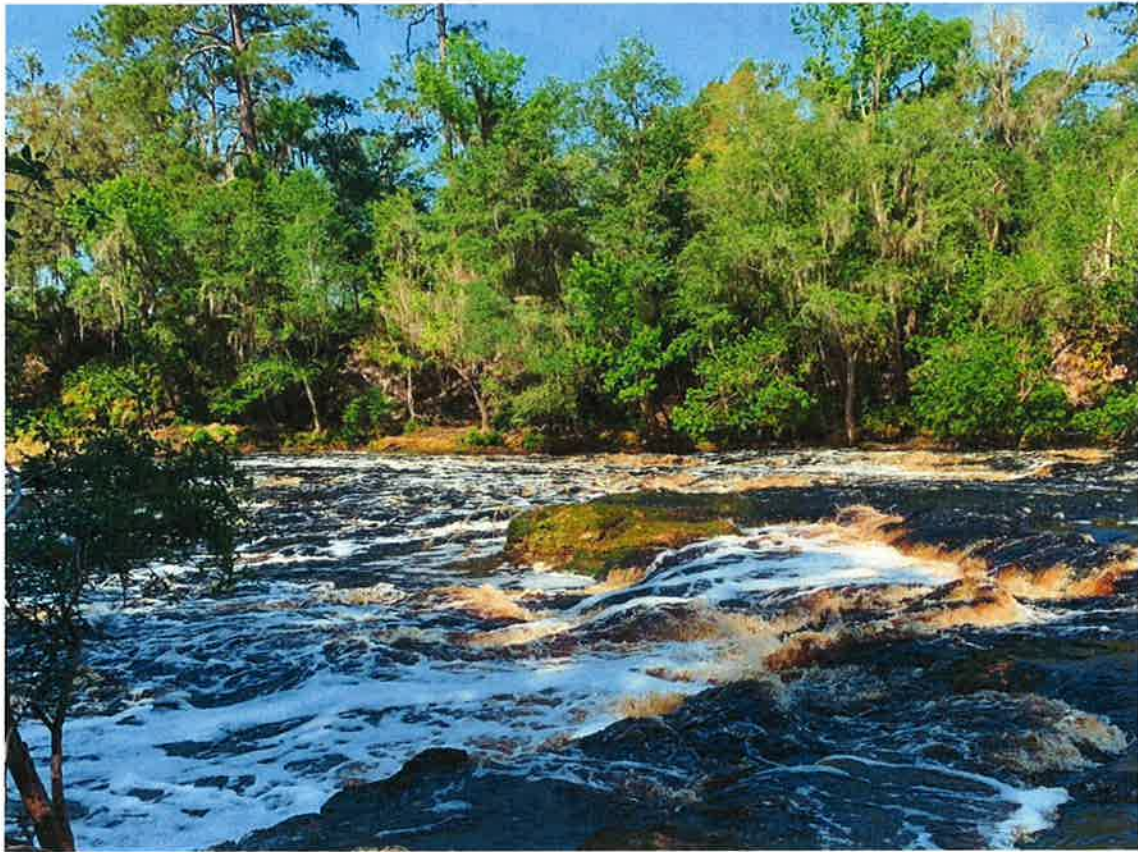
## Outdoor Adventures!





### **Gilchrist Blue Springs State Park**

Explore beautiful transparent waters and ecological habitats in north central Florida. Come and access a beautiful, friendly and tranquil environment. See species of turtles, fish and invertebrates. Choose to paddle, hike, picnic or camp! Be adventurous and bring a camera to take stunning photographs of the natural wonders that are nestled throughout [Gilchrist Blue Springs State Park!](#)



### **Big Shoals State Park**

Take a glimpse of the largest whitewater rapids in Florida! Connect with nature by hiking, biking, birding or horseback riding in over 28 miles of wooded trails available at [Big Shoals State Park](#). As you explore, stay on the lookout for barred owls, white-tailed deer and pileated woodpeckers. Grab a canoe or kayak and continue the exploration by canoeing or kayaking down the Suwannee River!





### **Troy Springs State Park**

Discover a piece of history by scuba diving near sunken remains of the Civil War. Unplug and take a tranquil hike near the Park's boardwalk to reflect on its pristine waters. Kayak, fish or go geo-seeking. Do you have a bucket list? Treat yourself to a unique experience and make sure to include [Troy Springs State Park](#) in your quest.



### **Santa Fe Swamp Wildlife and Environmental Area**

Birding, biking, fishing and wildlife viewing are just a few of the activities offered at the [Santa Fe Swamp Wildlife and Environmental Area](#). Use primitive weapons to hunt for feral hogs, turkeys and eastern cottontail rabbits. Are you looking to hunt? Please refer to the [Florida Fish and Wildlife Conservation Commission](#) for details regarding permits and regulations.

## **Fall Festivals!**



### **Tom Petty Birthday Bash**

Gainesville celebrates Tom Petty's birthday with festivals celebrating the songwriter's legacy. The Tom Petty Birthday Bash takes place at Depot Park



with free admission, October 19-20. Find more info at <https://www.tompettybirthdaybash.com>. Tom Petty Birthday Weekend takes place on an indoor and outdoor stage at Heartwood Soundstage October 17-19. Find more info at <http://tompettyweekend.com>.



### **Suwannee Hulaween**

Get ready to feel a sense of fantasy at the Spirit of the Suwannee Music Park. Uncover an experience of a lifetime surrounded by live music, crazy costumes and vendors! Join the annual music and camping festival from October 24-27, 2019. Do not miss out and act now before time runs out. Visit [Suwannee Hulaween](#) to purchase your ticket today!

# 2019

65<sup>th</sup> Annual

## COLUMBIA COUNTY FAIR

♦ OCTOBER 25<sup>TH</sup> - NOVEMBER 2<sup>ND</sup> ♦

- › FUN
- › FOOD
- › RIDES
- › GAMES



EXHIBITS LIVESTOCK SHOW SALE PETTING ZOO MUCH MORE

[COLUMBIACOUNTYFAIR.ORG](http://COLUMBIACOUNTYFAIR.ORG)

**386-752-8822**





### **65th Annual Columbia County Fair**

For decades, Columbia County has been featuring the definition of fun. Gather your friends and family to celebrate with thrilling rides, exhibits and numerous vendors. But wait, the excitement does not end there! A petting zoo and livestock show is included. The [65th Annual Columbia County Fair](#) will take place from October 25, 2019-November 2, 2019. Mark your calendars today!



### **St. Marks Stone Crab Festival**

Since 1997, a celebration of the stone crab season has occurred in Wakulla County. This year, it is coming back like never before! Come enjoy local delicacies, great music, vendors and a whole lot of stone crab! In addition, a parade, children's activities and educational displays will occur at the event.

The [St. Marks Stone Crab Festival](#) will take place on October 26, 2019. Come for a wonderful time!



### **64th Annual Florida Forest Festival**

Join the tree capital of the south with queen pageants, music and parades! Come support Florida's forests and celebrate with those who encourage forestry. Expect a day fulfilled with shows that include arts and crafts, lumberjack, classic cars, and fireworks. All with free admission! Save the date and attend the [64th Annual Florida Forest Festival](#) on October 26, 2019.





Presents:

## 6TH ANNUAL STORY FESTIVAL

November 15-16, 2019  
Madison County  
Agricultural Complex  
182 NW College Loop  
(Behind Oneal's)

Friday Night Concert  
Story Slam/Contest  
Cash prizes ~ 7:00 PM

Saturday Stories All Day  
Starts 10:00 AM  
Open Stage at Noon



Featuring  
Michael Reno  
Harrell,  
Nancy Case,  
and Susan  
Brolund



FEATURING MORE GREAT STORYTELLERS AND STUDENT TELLERS INCLUDING:



JOE  
BOYLES



WANDA  
VIOLET



BAILEY  
BROWNING



HOLLY  
BEBERNITZ



GEORGE  
WILLIAMS



JAMES  
GLASER



ELESTA  
PRITCHETT

Tickets \$5 Each Day, Students free w/ Parent/Guardian 850.973.8813 [www.mcfst.org](http://www.mcfst.org)

### 6th Annual Story Festival

Connect yourself with the art and tradition of storytelling right in the heart of north Florida! The [6th Annual Story Festival](#) will be featuring storytellers such as Michael Reno Harrell, Nancy Case, Susan Brolund and many others! Purchase your tickets in advance and head over to the event from November 15-16, 2019. See you then!

## Historical Attractions!



### **Cedar Key Museum State Park**

Emerge into Florida's history by visiting the house of Saint Clair Whitman, a local resident that founded the first museum of Cedar Key. Look forward to reflecting on life from the 1920's. In addition, see a display of local seashells and Indian artifacts. Take a stroll through a picturesque nature trail that leads into a salt marsh! Experience geo-seeking, hiking and birding. Make sure to visit [Cedar Key Museum State Park](#) for further details!



### **Union County Historical Museum**

A museum with shiny oak floors, cozy atmosphere and stellar displays. See antique decorations, books, photographs and historical data records. Walk by an exhibit of a school bell and a collection of artifacts. The Union County Historical Museum is located in Lake Butler and it is home to Union County's Historical Society!



### **Most Haunted Town in the South**

Did you know that Monticello is considered the most haunted town in the south? Go on an adventure to hunt for ghosts via storytelling concerts and walking tours. Haunted buildings include the Monticello Old Jail Museum, Avery-Clark Bed & Breakfast and the Palmer House. In fact, the Palmer House is well-known for having the most ghost activity! The buildings are open year-round, but are especially popular during Halloween season. Visit [Monticello](#) to learn more!

## **Stay for more?**





### **Shired Island Campground**

Owned and operated by Dixie County. No reservations; sites available on a first-come, first-served basis. Part of the Lower Suwannee National Wildlife Refuge, the Shired Island Boat Ramp & Trail provide access to the Gulf, shoreline fishing, and a short trail to a 7,000 year-old archaeology site. You'll want to bring your camera. For anglers without vessels, the ample sea wall provides plenty of shore-fishing opportunities. There are no nearby stores or tackle shops, so come prepared. For more information, visit <http://visitdixie.com/rv.php>.

For further information, visit our member websites!

Alachua: [www.visitgainesville.com](http://www.visitgainesville.com)

Bradford: [www.bradfordcountyfl.gov](http://www.bradfordcountyfl.gov)

Columbia: [www.springsrus.com](http://www.springsrus.com)

Dixie: [www.visitdixie.com](http://www.visitdixie.com)

Gilchrist: [www.visitgilchristcounty.com](http://www.visitgilchristcounty.com)

Hamilton: [www.hamiltontdc.org](http://www.hamiltontdc.org)

Jefferson: [www.visitjeffersoncountyflorida.org](http://www.visitjeffersoncountyflorida.org)

Lafayette: [www.townofmayo.org](http://www.townofmayo.org)

Levy: [www.visitlevy.com](http://www.visitlevy.com)

Madison: [www.madisonfl.org](http://www.madisonfl.org)

Suwannee: [www.visitsuwannee.com](http://www.visitsuwannee.com)

Taylor: [www.taylorflorida.com](http://www.taylorflorida.com)

Union: [www.unioncounty-fl.gov](http://www.unioncounty-fl.gov)

Wakulla: [www.visitwakulla.com](http://www.visitwakulla.com)

Share your photos with us for an opportunity to be featured on our page! **#NaturalNorthFlorida**

[Find Out More](#)



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Our mailing address is:

[VNNF@NCFRPC.ORG](mailto:VNNF@NCFRPC.ORG)

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**Nature is our  
Themepark.**



*Visit  
Natural*  
**NORTH  
FLORIDA®**

**NaturalNorthFlorida.com**





## **ATTACHMENT 1 SCOPE OF WORK**

**1. PROJECT DESCRIPTION:** Section 288.018(1), 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 (Tax Identification Number 59-3534835) (“Grantee”) is an entity created and authorized pursuant to the Florida Interlocal Cooperation Act of 1969, section 163.01, Florida Statutes. Grantee promotes the natural historic and cultural attractions of the following counties: Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Suwannee, Taylor, Union and Wakulla. (the “Region”). The Grantee’s goal is to enhance the economy, image, and quality of life through expanded tourism in the Region. Grantee has been awarded grant funds under the Program to provide marketing and promotional services, market research and professional enhancement training for the Region.

**2. GRANTEE RESPONSIBILITIES:** Throughout the term of this Agreement, Grantee shall perform the following deliverables identified in this paragraph 2 and in paragraph 3 below.

**2.1 Website Maintenance and Operation:**

Continue to maintain, host and operate its website, [www.vnnf.org](http://www.vnnf.org), in order to better inform potential visitors of attractions and events within the region. Website maintenance may include, but is not limited to, adding additional topic-centered landing pages in order to better inform potential tourists of communities, activities, attractions and facilities within the Region and verifying and updating existing content.

**2.2 Electronic Newsletters:**

Create and distribute electronic newsletters to potential visitors regarding tourist-oriented attractions, facilities and events within the Region. Grantee may request reimbursement for a maximum of four (4) distributions.

**2.3 Website Blogs:**

Post blogs on its website, [www.vnnf.org](http://www.vnnf.org), in to inform visitors of tourist-oriented attractions and facilities within the Region.

**2.4 Update and print hard copy marketing materials:**

Update and print various Task Force produced marketing materials, booklets and brochures, including but not limited to, the Visit Natural North Florida Biking Guide, the Visit Natural Florida Springs Guide and the Natural North Florida State-Designated Paddling Trails Guide. These publications will be distributed primarily at travel shows which the Task Force participates in.

**2.5 Exhibit at Domestic Travel Shows:**

The task force will exhibit at a minimum of one domestic travel show. At the shows, the Task Force will staff a booth, distribute brochures, guidebooks and other materials pertaining to the region and answer questions raised by show attendees. A maximum of two Task Force representatives will staff travel show booths.

**2.6 Advertising:**

The Task Force will engage in advertising campaigns consisting of online digital and/or print media advertising. At a minimum, the Task Force will place one digital or print advertisement.

**2.7 Literature Distribution:**

Distribute literature at VISIT FLORIDA welcome centers state-wide, and business locations along major highways. Grantee may request reimbursement for this task a maximum of four (4) times during the agreement period.

**2.8 Professional Enhancement Scholarships:**

Provide professional enhancement scholarships to Grantee staff, board members and representatives of member organizations to attend training opportunities.

**2.9 Memberships in Professional Organizations:**

Maintain memberships in or join professional organizations.

**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:

<b>Deliverable No. 1 – Website Maintenance and Enhancements</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Maintain, host, operate and enhance website in accordance with Scope of Work 2.1</b>	<p>Grantee must provide ongoing website maintenance, hosting, operation and enhancements.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor</li> <li>• Links to additional topic centered landing pages</li> <li>• Invoice from provider detailing work completed including additional topic centered landing pages</li> <li>• Proof of payment</li> </ul>	Failure to maintain, host, operate and enhance website as specified in Scope of Work 2.1 will result in non-payment.
<b>Deliverable No. 2 – Electronic Newsletters</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Distribute Electronic Newsletters in accordance with Scope of Work 2.2</b>	<p>Grantee must prepare and distribute at least one (1) electronic newsletter. Grantee may request reimbursement for a maximum of four (4) electronic newsletter distributions during the agreement period.</p> <p><b>Required Documentation:</b></p> <ul style="list-style-type: none"> <li>• Include DEO Agreement Manager on electronic newsletter distribution list</li> </ul>	Failure to prepare and distribute one (1) electronic newsletter as specified in Scope of Work 2.2 will result in non-payment.

	<ul style="list-style-type: none"> <li>• Documentation of staff time associated with this deliverable.</li> </ul>	
<b>Deliverable No. 3 – Website Blogs</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Post blogs on Grantee's website in accordance with Scope of Work 2.3</b>	Post one (1) blog on Grantee's website. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of agreement with blogger</li> <li>• Link to each blog</li> <li>• Photographer release form if necessary</li> <li>• Model release for if necessary</li> <li>• Invoice from blogger</li> <li>• Proof of payment</li> </ul>	Failure to post one (1) blog on Grantee's website as specified in Scope of Work 2.3 will result in non-payment.
<b>Deliverable No. 4 – Update and print Marketing Materials</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Update and print hard copy marketing materials in accordance with Scope of Work 2.4</b>	Grantee must update a minimum of one (1) hard copy marketing material and print a minimum of 1,000 copies. <b>Required Documentation</b> <ul style="list-style-type: none"> <li>• Copy of agreement with vendor</li> <li>• Copy of previous material</li> <li>• Copy of updated marketing material</li> <li>• Proof of payment</li> <li>• Documentation of staff time associated with this deliverable if applicable.</li> </ul>	DEO will withhold payment for failure to update and print hard copy marketing materials.
<b>Deliverable No. 5 Exhibit at domestic travel shows</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Exhibit at domestic travel shows in accordance with Scope of Work 2.5</b>	Grantee must exhibit at a minimum of one (1) domestic travel show. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Schedule for each show exhibited at</li> <li>• Copies of competed registrations for each travel show attended</li> <li>• Copies of rental agreements if applicable</li> <li>• Competed travel documentation for a maximum of two (2) travelers</li> </ul>	Failure to exhibit at a minimum of one (1) domestic travel show will result in non-payment.
<b>Deliverable No. 6 – Advertising</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Conduct advertising campaign in accordance with Scope of Work 2.6</b>	Grantee must place a minimum of one (1) digital or print media advertisement. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of print or digital advertisement</li> <li>• Invoice from provider</li> </ul>	Failure to place one (1) digital or print media advertisement as specified in Scope of Work 2.8 will result in non-payment
<b>Deliverable No. 7 – Literature Distribution</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Distribute literature in accordance with Scope of Work 2.7</b>	Grantee must distribute a minimum of ten thousand (10,000) pieces of literature. Grantee	Failure to distribute a minimum of ten thousand (10,000) pieces of literature as specified in

	may request reimbursement a maximum of four (4) times during the agreement period. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• 1 sample of each brochure distributed</li> <li>• Copy of distribution list and number distributed</li> <li>• Invoice from provider</li> <li>• Proof of payment</li> </ul>	Scope of Work 2.9 will result in non-payment.
<b>Deliverable No. 8 – Professional enhancement scholarships</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Professional enhancement scholarships in accordance with Scope of Work 2.8</b>	Grantee must provide one (1) professional enhancement scholarship. <b>Required documentation:</b> <ul style="list-style-type: none"> <li>• Completed event registration forms</li> <li>• Invoice for registration fee</li> <li>• Agenda for each event</li> <li>• Summary of how attendance at the event built professional capacity</li> <li>• Completed travel documentation</li> </ul>	Failure to provide a minimum of one (1) professional enhancement scholarship as specified in Scope of Work 2.10 will result in non-payment.
<b>Deliverable No. 9 – Maintain memberships in professional organizations</b>		
<b>Tasks</b>	<b>Minimum Level of Service and Required Documentation</b>	<b>Financial Consequences</b>
<b>Maintain memberships in or join professional organizations in accordance with Scope of Work 2.9</b>	Grantee must maintain membership in one (1) professional organization. <b>Required Documentation:</b> <ul style="list-style-type: none"> <li>• Copy of registration for each professional organization membership joined or maintained</li> </ul>	Failure to maintain membership in one (1) professional organization as specified in Scope of Work 2.11 will result in non-payment.
<b>Total Costs Not to Exceed \$150,000.00</b>		

**COST SHIFTING:** The deliverable amounts specified within the Deliverables section 4 table above are established based on the Parties' estimation of sufficient delivery of services fulfilling grant purposes under the Agreement in order to designate payment points during the Agreement Period; however, this is not intended to restrict DEO's ability to approve and reimburse allowable costs Grantee incurred providing the deliverables herein. Prior written approval from DEO's Agreement Manager is required for changes to the above Deliverable amounts that do not exceed **10%** of each deliverable total funding amount. Changes that exceed **10%** of each deliverable total funding amount will require a formal written amendment request from Grantee, as described in **MODIFICATION** section of the Agreement. Regardless, in no event shall DEO reimburse costs of more than the total amount of this Agreement.

## 5. REPORTING:

**5.1 Quarterly:** Grantee shall provide a quarterly report listing all progress relating to the Deliverables in Section 4. Quarterly reports are due to DEO within 30 calendar days after the end of each quarter, until submission of the final invoice package. The ending dates for each quarter of the program year are April 30, 2019, July 31, 2019, October 31, 2019 and February 1, 2020. The quarterly report shall include a summary of project progress, indicating percentage of completion of each Deliverable, the Minority and Service-Disabled Veteran Business Enterprise Report, 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

Florida Department of Economic Opportunity  
Fiscal Year 2018-19 Regional Rural Development Grant  
(January 17, 2019 - January 16, 2020)  
Deliverables and Cost Estimates  
July 16, 2019

Cost Estimates	Deliverable
7/16/2019	
\$6,000.00	Website Hosting & Maintenance
\$10,000.00	Add Three Topic-Centered Landing Pages (1 Things to Do, 1 Places to Stay, 1 Places to Eat)
\$2,500.00	Add Six Town Landing Pages - Nancy Moreland
\$8,000.00	VISIT FLORIDA Retargeting Campaign
\$2,000.00	Places to Stay, Places to Eat, and Things to Do Database Development
\$100.00	Ultimate Bicycle Guide & Landing Page Maintenance and Updates
\$100.00	Ultimate Springs Guide & Landing Page Maintenance and Updates
\$100.00	Paddling Landing Page Maintenance & Updates
\$100.00	Ultimate Fishing Page Maintenance & Updates
\$100.00	Florida State Parks Landing Page Maintenance & Updates
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog)
\$1,300.00	Design and Print Collateral Material
\$3,000.00	Revise and Print Ultimate Bicycle Guide
\$13,000.00	Domestic Travel Shows (2_shows -Bike Expo NY, Midwest Mountaineering Spring)
\$21,500.00	Print Advertising (UnDiscovered Florida, Florida Travel Planner, & Florida Transportation Map)
\$21,500.00	Digital Advertising Campaign - Facebook, Google Adword search, Retargeting
\$14,250.00	Scholarships (8 Scholarships @ \$1,781.25)
\$12,000.00	Brochure Distribution
\$1,200.00	Professional Organization Memberships
\$5,650.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total



Florida Department of Economic Opportunity  
Fiscal Year 2019-20 Regional Rural Development Grant  
(January 17, 2020 - January 16, 2021)  
Proposed Deliverables and Cost Estimates  
October 17, 2019

Cost Estimates	Deliverable
10/17/2019	
\$12,100.00	Website Hosting & Maintenance
\$8,000.00	VISIT FLORIDA Retargeting Campaign
\$5,100.00	Website Blogs (60 blogs per at \$85 per blog - Two Tree, Inc.)
\$2,500.00	Town Blogs (Nancy Moreland)
\$1,300.00	Design and Print Collateral Material
\$40,000.00	Domestic Travel Shows (5 shows)
\$18,500.00	Print Advertising (Florida Transportation Map, Florida Travel Planner)
\$15,400.00	Digital Advertising Campaign (Facebook, Google Adword search)
\$12,000.00	Scholarships (7 Scholarships)
\$5,100.00	VisaVues
\$1,000.00	Professional Organization Memberships
\$6,500.00	Quarterly eNewsletters
\$22,500.00	Administration
\$150,000.00	Total





**“EXHIBIT A”  
SCOPE OF WORK**

1. Contractor shall support the North Central Rural Area of Opportunity (RAO) to create a marketing and education program focused on introducing consumer/professional to the region and informing them about the wide variety of products the region has to offer.  
Contractor shall:
  - a. Represent the North Central Florida ROA region in partnership with the Northwest RAO, to promote VISIT FLORIDA with collateral materials, display and booth designations at the following consumer trade shows:
    - i. Atlanta Camping & RV Show (Jan 24-26, 2020)
    - ii. NY Times Travel Show (Jan 24-26, 2020)
    - iii. Chicago RV and Camping Show (Feb 13-16, 2020)
    - iv. Toronto Outdoor Adventure Show (Feb 21-23, 2020)
    - v. Washington DC Travel Show (Mar 7-8, 2020)
  - b. Provide travel show representative to attend and participate in each event. Participation may include, but not limited to: set up booth, staffing booth, engage in conversations, gather information for reporting
  - c. Provide promotional activities associated with trade show
  - d. Provide to VISIT FLORIDA brief reporting upon completion of each event. Reporting shall include:
    - i. Number in attendance
    - ii. Number of emails obtained with addresses
    - iii. Number of brochures distributed (i.e. FL Park Maps, Unexplored Florida, etc.)
    - iv. Brief written evaluation of each show to include the following:
      1. Should you return next year?
      2. What promotional value did it bring? (press trips, tour operator partnerships gained, etc.)
2. VISIT FLORIDA shall provide the following:
  - a. Upon receipt of proper documentation, **trade show travel and shipping expenses** listed in the attached, Exhibit A not to exceed \$32,000 will be reimbursed; Contractor will be responsible for any additional costs. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.
  - b. Upon receipt of proper documentation, expenses listed in the attached, Exhibit A not to exceed \$13,000 for the **Adventure Elevate Education/Tour Operator Networking Conference** will be reimbursed; Contractor will be responsible for any additional costs. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.
  - c. **Rack space at Welcome Center**
    - i. 12 panel folded 4X9 rack size brochure (\$811.30 annual value)
  - d. **Booth space at Adventure Elevate Conference** (\$3,000 value)
  - e. **Consumer Facebook advertising campaign** targeting VISIT FLORIDA's Adventure Seekers audience (\$33,500 value)
  - f. **Consumer PR/Influencer trips** (\$17,000 value)
  - g. **Four Day Adventure Travel Training** for up to 42 people (\$24,000 value)
  - h. **New “Unexplored Florida” Tradeshow Display** (\$3,000 value)

TOTAL VALUE: \$126,311.30

**3. Compensation and Payment.** For services provided under this Scope of Work, VISIT FLORIDA shall pay Contractor in accordance with Section 2 as outlined in Agreement. The total compensation/reimbursement shall not to exceed \$45,000 as follows:

- a. VISIT FLORIDA shall reimburse Contractor for actual costs associated with each Trade Show, as outlined in Exhibit A-1, the total is not to exceed \$103,462. Actual costs include travel to and from event and shipping costs for each event. Contractor shall forward an invoice, third party invoices, travel expenses and proof of payment to Amber O'Connell at [aoconnell@visitflorida.org](mailto:aoconnell@visitflorida.org) within 30 days of completion of event.
- b. **Advance Payment:** Upon execution of the contract, Contractor shall submit an invoice for a deposit to cover most registration and transportation costs, in the amount of \$20,000. All registration and transportation fees will require invoices/receipts and proof of payment by the Contractor, as proof of deliverables. If receipts are not provided, those fees will be returned to VISIT FLORIDA upon completion of the trade show.

The advance provided by VISIT FLORIDA shall be applied against the invoices submitted for reimbursement and any excess deposit shall be returned to VISIT FLORIDA after the completion of all trade shows.

**Budget.** The budget for planned events and activities is attached hereto as Exhibit A-1. Any deviation from these budgeted amounts must be presented in writing and approved by the appropriate VISIT FLORIDA manager.

Natural North Florida 2020 BUDGET Shows		2 Attendees Atlanta Camping and RV Show 24-26 2020)	1 Attendee NY Times Travel Show (Jan 24-26 2020)	2 Attendees Chicago Camping and RV Show (Feb 13-16 2020)	2 Attendees Toronto Outdoor Adventure Show (Feb 21-23 2020)	2 Attendees Washington DC Travel Show (March 7-8 2020)	TOTALS
Registration Fee	Trade	\$1,350	\$2,500	\$2,700	\$3,600	\$3,600	\$13,750
Transportation		\$720.00	1,023.00	780	1274	1000	4797
Lodging		\$1,300.00	\$1,332.00	1,294.00	1830	1800	7556
Per diem/Meals		\$324	\$216	642	1284	642	3108
Shipping		\$0.00	\$968.00	118	278	500	1864
Furniture		\$0		\$675	\$250	0	
		\$3,694.00	6,039.00	\$6,209	\$8,516	\$7,542	\$32,000.00
<b>Other Contract Values</b>							
Adventure Elevate Education Conference (May 5-7, 2020)		\$13,000					
Booth Space at Adventure Elevate (In-Kind)		\$3,000					
Rack Space at Welcome Centers (In-Kind)		\$811.00					
Unexplored Florida Tradeshow Display (In-Kind)		\$3,000					
(2) Two Day Adventure Travel Trainings (In-Kind)		\$24,000					
Consumer Social Ad Campaign (In-Kind)		\$33,500					
Consumer PR/Influencer Trip(s) (In-Kind)		\$17,000					
TOTAL CONTRACT VALUE		\$126,311					
Expenses to be reimbursed less \$81,311 in-kind contribution		\$45,000					



## **The Original Florida Tourism Task Force MEMBERS as of 10/17/2019**

### **ALACHUA COUNTY**

(\$15,000 - 3 votes)

#### ***Vacant***

#### ***Ron Gromoll***

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### **BRADFORD COUNTY**

(\$3,000 - 2 votes)

#### ***William Sexton, Vice-Chair***

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### **COLUMBIA COUNTY**

(\$8,000 3 votes)

#### ***Vacant***

#### ***Rod Butler***

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### **DIXIE COUNTY**

(\$2,000 - 2 votes)

#### ***Vacant***

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### **GILCHRIST COUNTY**

(\$2,000 - 2 votes)

#### ***The Honorable Lee Deen***

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### **HAMILTON COUNTY**

(\$1,000 - 2 votes)

#### ***Vacant***

#### ***Vacant***

**JEFFERSON COUNTY**

(\$2,000 - 2 votes)

***Katrina Richardson, Secretary/Treasurer***

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**LAFAYETTE COUNTY**

(\$1,000 - 1 vote)

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**LEVY COUNTY**

(\$4,000 - 2 votes)

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**MADISON COUNTY**

(\$3,000 - 2 votes)

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**SUWANNEE COUNTY**

(\$4,000 - 2 votes)

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**TAYLOR COUNTY**

(\$4,000 - 2 votes)

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**UNION COUNTY**

(\$1,000 - 1 vote)

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**WAKULLA COUNTY**

(\$3,000 - 2 votes)

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**THE ORIGINAL FLORIDA TOURISM TASK FORCE  
VOLUNTEERS, CONSULTANTS AND OTHERS**

**as of 3/21/2019**

**VOLUNTEERS, CONSULTANTS AND OTHERS**

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2019  
Visit Natural North Florida  
Meeting Dates and Counties



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

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

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

