

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Putnam Lodge
15487 U.S. highway 19, Cross City, FL
Dixie County

September 23, 2021
Thursday, 10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Alden Rosner, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Marlene Squires-Swanson, Madison County
Jackie Blount, Madison County
Charissa Setzer, Suwannee County
Thomas Herndon, Wakulla County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Ryan Fulford, Dixie County
Lee Deen, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Tisha Whitehurst, Levy County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Perez, Taylor County, Chair
Dale Walker, Union County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Liz Reyes, Visit Gainesville Alachua County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Vice-Chair Will Sexton called the meeting to order at 10:20 a.m.

II. APPROVAL OF THE AGENDA

Vice-Chair Sexton requested approval of the meeting agenda, as presented.

ACTION: Marlene Squires-Swanson moved and Carol McQueen seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE AUGUST 19, 2021 MINUTES

Vice-Chair Sexton asked for approval of the August 19, 2021 meeting minutes.

ACTION: Pat Watson moved and Craig Colton seconded to approve the August 19, 2021 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval

(1) July 31, 2021

ACTION: Pat Watson moved and Russ McCallister seconded to approve the July 31, 2021 monthly financial report as presented. The motion passed unanimously.

b. Fiscal Year 2021-22 Budget

ACTION: Craig Colton moved and Charissa Setzer seconded to adopt the Fiscal Year 2021-22 (October 1, 2021 to September 30, 2022) as presented. The motion passed unanimously.

2. Nominating Committee

ACTION: Pat Watson moved and Jackie Blount seconded to elect Craig Colton, Chair, Will Sexton, Vice-Chair; and Teena Peavey, Secretary-Treasurer to two-year terms ending September 30, 2023 as recommended by the Nominating Committee. The motion passed unanimously.

B. Fiscal Year 2020-21 Regional Rural Development Grant

1. Website
2. e-Newsletter
3. Website Blogs
4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

C. Fiscal Year 2021-22 Regional Rural Development Grant

ACTION: Pat Watson moved and Carol McQueen seconded to approve the budget for the Fiscal Year 2021-22 Regional Rural Development Grant as presented and authorize staff to submit the Fiscal Year 2021-22 Regional Rural Development Grant application to the Florida Department of Economic Opportunity. The motion passed unanimously.

- D. VISIT FLORIDA -
1. Monthly Report - None

- E. Staff Items
1. Bylaws Amendment

ACTION: Pat Watson moved and Russ McCallister seconded to adopt an amendment to the Bylaws to add a provision concerning an appeal process for member counties that may have difficulty paying annual assessments under extenuating circumstances as presented. The motion passed unanimously.

- F. Other Old Business
1. Updated Task Force Member Contact Information
2. 2021 Meeting Dates and Locations

- G. Announcements

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

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., October 21, 2021 to be held in Lafayette County at the Suwannee River Rendezvous Resort and Campground.

The meeting adjourned at 11:51 a.m.



Craig Colton, Chair

10/21/21
Date

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