

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

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

October 21, 2021  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair  
Ryan Fulford, Dixie County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Craig Colton, Lafayette County, Chair  
Jackie Blount, Madison County  
Charissa Setzer, Suwannee County  
Thomas Herndon, Wakulla County  
Dale Walker, Union County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County  
Ron Gromoll, Alachua County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Lee Deen, Gilchrist County  
David Ward, Jefferson County  
Carol McQueen, Levy County  
Tisha Whitehurst, Levy County  
Marlene Squires-Swanson, Madison County  
Teena Peavey, Suwannee County, Treasurer  
Sandy Beach, Taylor County  
Dawn Perez, Taylor County  
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA

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:** Patricia Watson moved and Katrina Richardson seconded to approve the meeting agenda as presented. The motion passed unanimously.

### III. APPROVAL OF THE SEPTEMBER 23, 2021 MINUTES

Chair Colton asked for approval of the September 23, 2021 meeting minutes.

**ACTION: Dale Walker moved and Patricia Watson seconded to approve the September 23, 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) August 31, 2021

**ACTION: Dale Walker moved and Charissa Setzer seconded to approve the August 31, 2021 monthly financial report as presented. The motion passed unanimously.**

#### B. Fiscal Year 2020-21 Regional Rural Development Grant

1. Website
2. e-Newsletter
3. Website Blogs

**ACTION: Patricia Watson moved and Katrina Richardson seconded to add Columbia County and Hamilton County to blogger Jo Clark's schedule, and to pay for the additional blogs with Task Force funds. The motion passed unanimously.**

4. Marketing Materials
5. Domestic Travel Shows

Chair Colton and Thomas Herndon discussed attendance and participation at the Atlanta Travel and Adventure Show.

Donna Creamer, Travel Show Coordinator, discussed future travel shows.

6. Advertising Campaign
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

#### C. VISIT FLORIDA -

1. Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly report.

- D. Staff Items - None
- E. Other Old Business
  - 1. Updated Task Force Member Contact Information
  - 2. 2021 Meeting Dates and Locations
- F. 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., November 18, 2021 to be held in Alachua County at the Alachua County Agriculture and Equestrian Center.

**The meeting adjourned at 11:47 a.m.**

  
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Craig Colton, Chair

11/18/21  
Date

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