

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Alachua County Agriculture and Equestrian Center
23100 West Newberry Road, Newberry, FL
Alachua County

November 18, 2021
Thursday, 10:00 a.m.

MEMBERS PRESENT

Alden Rosner, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Craig Colton, Lafayette County, Chair
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Marlene Squires-Swanson, Madison County
Charissa Setzer, Suwannee County

OTHERS PRESENT

Alan Adams, Facility Manager
Commissioner Russ Ambrose, High Springs
Donna Creamer, Travel Show Coordinator
Jessica Hurov, Visit Gainesville
Lois Nevins, By All Means Travel
Sean Plemons, Visit Gainesville
Liz Reyes, Visit Gainesville
Joel Silver, LIVE! In Tallahassee

MEMBERS ABSENT

Brian Avery, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Ryan Fulford, Dixie County
Lee Deen, Gilchrist County
Katrina Richardson, Jefferson County
David Ward, Jefferson County
Teena Peavey, Suwannee County, Treasurer
Sandy Beach, Taylor County
Dawn Perez, Taylor County
Dale Walker, Union 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 10:06 a.m.

II. APPROVAL OF THE AGENDA

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

ACTION: Patricia Watson moved and Russ McCallister seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE OCTOBER 21, 2021 MINUTES

Chair Colton asked for approval of the October 21, 2021 meeting minutes.

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the October 21, 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 - September 30, 2021

ACTION: Tisha Whitehurst moved and Charissa Setzer seconded to approve the September 30, 2021 monthly financial report as presented. The motion passed unanimously.

b. Amended Fiscal Year 2020-21 Budget Review and Approval

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the Amended Fiscal Year 2020-21 Budget as presented. 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

10. Approval of Third Quarter Report and Reimbursement Submittal Package

ACTION: Tisha Whitehurst moved and Patricia Watson seconded to approve the Third Quarter Report and Reimbursement Submittal Package as presented. The motion passed unanimously.

C. VISIT FLORIDA -

1. Monthly Report - None

D. Staff Items - None

E. Other Old Business

1. LIVE! In Tallahassee

2. Fiscal Year 2021-22 Cooperative Regional Marketing Fee

3. House Bill 6075 - Tourist Development Tax

4. Senate Bill 434 - VISIT FLORIDA

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., January 13, 2022 to be held in a location to be determined.

The meeting adjourned at 11:42 a.m.



Craig Colton, Chair

2/24/22
Date

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