

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Wakulla County Community Center  
318 Shadeville Road, Crawfordville, Florida  
Wakulla County

March 17, 2022  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Paula Vann, Columbia County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Craig Colton, Lafayette County, Chair  
Jackie Blount, Madison County  
Dawn Perez, Taylor County  
Charissa Setzer, Suwannee County  
Thomas Herndon, Wakulla County  
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator  
Commissioner Ralph Thomas, Wakulla County  
Jerry Walls, Wakulla County

MEMBERS ABSENT

Brian Avery, Alachua County  
Ron Gromoll, Alachua County  
Daniel Riddick, Bradford County  
Will Sexton, Bradford County, Vice-Chair  
Rod Butler, Columbia County  
Alden Rosner, Columbia County  
Ryan Fulford, Dixie 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  
Dale Walker, Union County

STAFF PRESENT

Hilda Ng  
Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:05 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 FEBRUARY 24, 2022 MINUTES

Chair Colton asked for approval of the February 24, 2022 meeting minutes.

**ACTION: Paula Vann moved and Charissa Setzer seconded to approve the February 24, 2022 minutes as presented. The motion passed unanimously.**

### IV. OLD BUSINESS

#### A. Committee Reports

##### 1. Finance Committee Report

- a. Monthly Financial Reports Review and Approval -  
January 31, 2022

**ACTION: Paula Vann moved and Patricia Watson seconded to accept the January 31, 2022 monthly financial report as presented. The motion passed unanimously.**

##### 2. Marketing Committee

Marketing Committee Chair Paul Vann presented the Marketing Committee recommendations.

**ACTION: Patricia Watson moved and Katrina Richardson seconded to purchase the 2021-2022 Madden Media Targeted Digital Marketing Campaign for \$5,800 to be paid with Task Force dues. The motion passed unanimously.**

**ACTION: Dawn Perez moved and Patricia Watson seconded to renew the Florida Travel and Lifestyles Magazine advertisement for three issues, for a total cost of \$2,700 to be paid with Task Force dues. 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
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

**ACTION: Paula Vann moved and Dawn Perez seconded to spend up to \$10,000 of Task Force dues to purchase promotional items. The motion passed unanimously.**

#### C. VISIT FLORIDA -

1. Monthly Report

D. Staff Items -

1. Senate Bill 1898 / House Bill 6075 - Tourist Development Tax (Marketing)
2. Senate Bill 434 / House Bill 489 - VISIT FLORIDA
3. Senate Bill 1542 / House Bill 673- Tourist Development Tax (Law Enforcement)
4. VISIT FLORIDA Rural Tourism Letter

E. Other Old Business

1. Updated Task Force Member Contact Information
2. 2022 Meeting Dates and Locations

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., April 21, 2022 to be held in Jefferson County at a location to be determined.

**The meeting adjourned at 11:15 p.m.**

  
\_\_\_\_\_  
Craig Colton, Chair

4/21/22  
Date

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