

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Off The Beet (Old Quilt Shop)
517 North Main Street
Trenton, Florida

September 15, 2022
Thursday, 10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Will Sexton, Bradford County, Vice-Chair
Ryan Fulford, Dixie County
Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Tisha Whitehurst, Levy County
Jennifer Poore, Madison County
Charissa Setzer, Suwannee County
Teena Peavey, Suwannee County, Treasurer
Dawn Perez, Taylor County
Dale Walker, Union County

OTHERS PRESENT

Natalie Anderson, University of Florida
Institute of Food and Agricultural Sciences
Jeffrey Cary, Dixie County
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Kay McCallister, Dixie County
Hailey Milligan, University of Florida Student
Tourism, Events and Recreation Management
Jesse Sampley, Dixie County
Natalie Sturmer, University of Florida
Institute of Food and Agricultural Sciences

CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:05 a.m.

- II. GUEST SPEAKER - Leslie Sturmer, University of Florida, Institute of Food and Agricultural Sciences
Leslie Sturmer, University of Florida, Institute of Food and Agricultural Sciences, made a presentation concerning the Big Bend Shellfish Trail Map.

III. APPROVAL OF THE AGENDA

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

ACTION: Katrina Richardson moved and Bryan Freeman seconded to approve the meeting agenda as presented. The motion passed unanimously.

MEMBERS ABSENT

Brian Avery, Alachua County
Elizabeth Reyes, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Carol McQueen, Levy County
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

STAFF PRESENT

Lauren Yeatter

IV. APPROVAL OF THE AUGUST 18, 2022 MINUTES

Chair Colton asked for approval of the August 18, 2022 meeting minutes.

ACTION: Ron Gromoll moved and Teena Peavey seconded to approve the August 18, 2022 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

- a. Monthly Financial Report Review and Approval -
July 31, 2022

ACTION: Dale Walker moved and Tisha Whitehurst seconded to accept the July 31, 2022 monthly financial report as presented. The motion passed unanimously.

- b. Adoption of Fiscal Year 2022-23 Budget

ACTION: Tisha Whitehurst moved and Dale Walker seconded to adopt the Fiscal Year 2022-23 Budget as presented. The motion passed unanimously.

B. Fiscal Year 2021-22 Regional Rural Development Grant

- 1. Website
- 2. e-newsletter
- 3. Website Blogs
 - Advance Travel Presentation
- 4. Marketing Materials
- 5. Domestic Travel Shows

ACTION: Dawn Perez moved and Katrina Richardson seconded to approve to have the Task Force pay the registration fees and travel expenses for two Task Force representatives to attend the Atlanta Travel and Adventure Show, Washington DC Travel and Adventure Show and the Georgia RV Show. The motion passed unanimously.

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

C. Fiscal Year 2022-23 Regional Rural Development Grant

- 1. Application, Budget, and Deliverables for Fiscal Year 2022-23

ACTION: Tisha Whitehurst moved and Ron Gromoll seconded to submit the application, budget and deliverables for the Fiscal Year 2022-23 Regional Rural Development Grant to the Florida Department of Economic Opportunity. The motion passed unanimously.

D. VISIT FLORIDA -

1. Monthly Report
2. VISIT FLORIDA Domestic Press Trip

E. Staff Items

1. Task Force Retreat

F. Other Old Business

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

G. Announcements - None

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., October 20, 2022 to be held in Levy County at a location to be determined.

The meeting adjourned at 1:09 p.m.



Craig Colton, Chair

11/22/22
Date

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