

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Virtual Public Meeting  
Via Communications Media Technology

November 22, 2022  
Tuesday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County  
Ryan Fulford, Dixie County  
Bryan Freeman, Gilchrist County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Craig Colton, Lafayette County, Chair  
Charissa Setzer, Suwannee County  
Elizabeth Hughes, Wakulla County  
Kinsey Miller, Wakulla County

OTHERS PRESENT

Brenna Dacks, VISIT FLORIDA

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  
Chadd Mathis, Hamilton County  
Mia Mauldin, Hamilton County  
David Ward, Jefferson County  
Tisha Whitehurst, Levy County  
Jennifer Poore, Madison County  
Teena Peavey, Suwannee County, Treasurer  
Sandy Beach, Taylor County  
Dawn Perez, Taylor County  
Dale Walker, Union County

CALL TO ORDER, INTRODUCTIONS

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

II. 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.

III. APPROVAL OF THE SEPTEMBER 15, 2022 MINUTES

Chair Colton asked for approval of the September 15, 2022 meeting minutes.

**ACTION:** Kinsey Miller moved and Katrina Richardson seconded to approve the September 15, 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 -

August 31, 2022 and September 30, 2022

**ACTION:** Charissa Setzer moved and Patricia Watson seconded to accept the August 31, 2022 and September 30, 2022 monthly financial reports as presented. The motion passed unanimously.

b. Adoption of Amended Fiscal Year 2021-22 Budget

**ACTION:** Elizabeth Reyes moved and Katrina Richardson seconded to adopt the Amended Fiscal Year 2021-22 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
  - 6. Advertising Campaign
  - 7. Brochure Distribution
  - 8. Scholarships
  - 9. Professional Organization Memberships
  - 10. Approval of Third Quarter Report and Reimbursement Submittal Package

**ACTION:** Bryan Freeman moved and Elizabeth Reyes seconded to submit the Third Quarter Report and Reimbursement Submittal Package to the Florida Department of Economic Opportunity. The motion passed unanimously.

- D. VISIT FLORIDA -
  - 1. Monthly Report
- 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., January 19, 2023 to be held in Columbia County at a location to be determined.

**The meeting adjourned at 10:45 a.m.**

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

1/19/23  
Date

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