

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Columbia County Tourist Development Council Office
971 West Duval Street (U.S. Highway 90), Suite 145
Lake City, FL 32025
Columbia County

January 19, 2023
Thursday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Jennifer Poore, Madison County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County
Dale Walker, Union County

OTHERS PRESENT

Bobbi Breo, Madison County
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Kimberly Goldsmith, Columbia County
Tourism Development Council
Kay McCallister, VisitDixie
Michelle Moore, Columbia County
Tourist Development Council
Lucille Spann, Blaze Digital Services

MEMBERS ABSENT

Carolyn Spooner, Bradford County
Rod Butler, Columbia County
Ryan Fulford, Dixie County
Bryan Freeman, Gilchrist County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Craig Colton, Lafayette County, Chair
Tisha Whitehurst, Levy County
Ina Thompson, Madison County
Teena Peavey, Suwannee County, Treasurer
Sandy Beach, Taylor County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the absence of the Chair and Vice-Chair, Lauren Yeatter called the meeting to order at 10:06 a.m.

ACTION: Paula Vann moved and Dawn Perez seconded to designate Russ McCallister to serve as Acting Chair for meeting. The motion passed unanimously.

II. APPROVAL OF THE AGENDA

Acting Chair McCallister requested approval of the meeting agenda, as presented.

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

III. APPROVAL OF THE NOVEMBER 22, 2022 MINUTES

Acting Chair McCallister asked for approval of the November 22, 2022 meeting minutes.

ACTION: Patricia Watson moved and Charissa Setzer seconded to approve the November 22, 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 -

October 31, 2022 and November 30, 2022

ACTION: Dale Walker moved and Jennifer Poore seconded to accept the October 31, 2022 and November 30, 2022 monthly financial reports as presented. The motion passed unanimously.

Dawn Perez, Elizabeth Reyes, Katrina Richardson, and Donna Creamer volunteered to serve on the Marketing Committee.

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

ACTION: Paula Vann moved and Katrina Richardson seconded to purchase data from Visa Destinations Insights with Fiscal Year 2021-22 Regional Rural Development Grant funds. The motion passed unanimously.

ACTION: Elizabeth Reyes moved and Paula Vann seconded to earmark \$10,000 from reserve funds for digital marketing this year. The motion passed unanimously.

7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

C. VISIT FLORIDA -

1. Monthly Report

Brenna Dacks reported on VISIT FLORIDA activities and programs.

D. Staff Items -

1. Travel Show Coordinator Agreement Fiscal Year 2022-23

ACTION: Dawn Perez moved and Katrina Richardson seconded to renew the Travel Show Coordinator Agreement Fiscal Year 2022-23 with Donna Creamer. The motion passed unanimously.

A Task Force member asked staff to provide a copy of the agreement in next meeting packet.

2. Task Force 2023 Meeting Schedule and County Assignments
3. Cooperative Regional Marketing Fee Fiscal Year 2022-23

E. Other Old Business

1. Updated Task Force Member Contact Information

F. Announcements

Task Force members made announcements of interest to the Task Force.

V. NEW BUSINESS

VI. LEADERSHIP FORUM:

Donna Creamer presented a model travel show booth and several scenarios of potential visitors approaching the booth.

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., February 16, 2023 to be held in Madison County at a location to be determined.

The meeting adjourned at 11:32 a.m.



Craig Colton, Chair

2/16/23
Date

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