

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Madison County Chamber of Commerce
182 College Loop, Madison, FL
Madison County

February 16, 2023
Thursday, 10:00 a.m.

MEMBERS PRESENT

Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Jennifer Poore, Madison County
Teena Peavey, Suwannee County, Treasurer
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

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Elizabeth Reyes, Alachua County
Carolyn Spooner, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Ryan Fulford, Dixie County
Russ McCallister, Dixie County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Tisha Whitehurst, Levy County
Ina Thompson, Madison County
Sandy Beach, Taylor County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:02 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE JANUARY 19, 2023 MINUTES

Chair Colton asked for approval of the January 19, 2023 meeting minutes.

ACTION: Patricia Watson moved and Charissa Setzer seconded to approve the January 19, 2023 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

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

ACTION: Bryan Freeman moved and Dale Walker seconded to accept the December 31, 2022 monthly financial report as presented. 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
 - 10. Approval of Fourth Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Charissa Setzer seconded to approve and authorize staff to submit the Fourth Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

- C. VISIT FLORIDA -
 - 1. Monthly ReportBrenna Dacks reported on VISIT FLORIDA activities and programs.

- D. Staff Items -
 - 1. Travel Show Coordinator Agreement Fiscal Year 2022-23

ACTION: Teena Peavey moved and Jennifer Poore seconded to increase the Travel Show Coordinator fee to \$2,000 per show for Fiscal Year 2022-23. The motion passed unanimously.

- 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: None

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 11:49 a.m.



Craig Colton, Chair

3/16/23
Date

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