

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Spirit of Suwannee Music Park & Campground  
3076 95th Drive, Live Oak, FL and  
Via Communications Media Technology

August 17, 2023  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Christopher Stoney, Alachua County (Virtual)  
Elizabeth Reyes, Alachua County  
Julie Smith, Alachua County  
Alden Rosner, Columbia County  
Russ McCallister, Dixie County  
Ryan Fulford, Dixie County (Virtual)  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Tisha Whitehurst, Levy County (Virtual)  
Bobbie Breo, Madison County  
Jennifer Poore, Madison County  
Charissa Setzer, Suwannee County  
Teena Peavey, Suwannee County, Treasurer  
Dawn Perez, Taylor County  
Elizabeth Hughes, Wakulla County  
Kinsey Miller, Wakulla County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Carolyn Spooner, Bradford County  
Paula Vann, Columbia County  
Rod Butler, Columbia County  
Bryan Freeman, Gilchrist County  
Chadd Mathis, Hamilton County  
Mia Mauldin, Hamilton County  
David Ward, Jefferson County  
Craig Colton, Lafayette County, Chair  
Melinda Allen, Levy County  
Sandy Beach, Taylor County

OTHERS PRESENT

Adrienne Glass, Advance Travel & Tourism  
Anne Glick, Florida Fish & Wildlife  
Conservation Commission  
Lauren Ali, Florida Fish & Wildlife  
Conservation Commission  
Theresa Sterling, Jefferson County  
Tourist Development Council  
Donna Creamer, Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA

I. CALL TO ORDER, INTRODUCTIONS

Noting the absence of the Chair and Vice-Chair, Lauren Yeatter, Senior Planner, called the meeting to order at 10:05 a.m.

**ACTION: Jennifer Poore moved and Kinsey Miller seconded to designate Dawn Perez to serve as Acting Chair for meeting. The motion passed unanimously.**

II. APPROVAL OF THE AGENDA

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

**ACTION: Alden Rosner moved and Patricia Watson seconded to approve the meeting agenda as presented. The motion passed unanimously.**

III. APPROVAL OF THE JULY 20, 2023 MINUTES

Acting Chair Perez asked for approval of the July 20, 2023 meeting minutes.

**ACTION: Patricia Watson moved and Kinsey Miller seconded to approve the July 20, 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 - June 30, 2023

**ACTION: Bobbi Breo moved and Kinsey Miller seconded to accept the June 30, 2023 monthly financial report as presented. The motion passed unanimously.**

2. Nominating Committee

**ACTION:** Kinsey Miller moved and Teena Peavey seconded to elect Dawn Perez, Chair, Charissa Setzer, Vice-Chair; and Patricia Watson, Secretary-Treasurer to two-year terms ending September 30, 2025 as recommended by the Nominating Committee. The motion passed unanimously.

- B. Fiscal Year 2022-23 Regional Rural Development Grant
1. Website
  2. e-newsletter
  3. Domestic Travel Shows

**ACTION:** Patricia Watson moved and Elizabeth Reyes seconded to send Kinsey Miller and Elizabeth Hughes to represent Visit Natural North Florida at the Florida Huddle 2024, with Wakulla County paying for travel and registration of the second participant. The motion passed unanimously.

4. Advertising Campaign
5. Scholarships
6. Professional Organization Memberships
7. Approval of Second Quarter Report and Reimbursement Submittal Package

**ACTION:** Elizabeth Hughes moved and Kinsey Miller seconded to approve and authorize staff to submit the Second Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

- C. VISIT FLORIDA -
1. Monthly Report - Brenna Dacks presented the VISIT FLORIDA monthly report.
- D. Staff Items
- E. Other Old Business
1. Updated Task Force Member Contact Information
  2. Task Force 2023 Meeting Schedule and County Assignments
- F. Announcements
- Task Force members made announcements of interest to the Task Force.

V. NEW BUSINESS

**ACTION:** Elizabeth Hughes moved and Charissa Setzer seconded to purchase two pages for a cooperative advertisement in the VISIT FLORIDA 2024 Vacation Guide. The motion passed unanimously.


VI. LEADERSHIP FORUM - None

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled to be held at 10:00 a.m., September 21, 2023 in Taylor County at a location to be determined.

**The meeting adjourned at 11:58 a.m.**

  
Dawn Perez, Acting Chair

9/21/23  
Date