

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Suwannee River Water Management District Office
9225 County Road 49, Live Oak, Florida
Suwannee County

February 24, 2022
Thursday, 10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Jackie Blount, Madison County
Marlene Squires-Swanson, Madison County
Teena Peavey, Suwannee County, Treasurer
Charissa Setzer, Suwannee County
Thomas Herndon, Wakulla County

OTHERS PRESENT

Councilman Don Allen, City of Live Oak
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Frank Davis, Mayor, City of Live Oak
Mia Mauldin, Hamilton County
Edwin McCook, Suwannee River
Water Management District
Jimmy Norris, Suwannee County
Liz Reyes, Visit Gainesville
Greg Scott, Suwannee County
Noah Walker, All Things Visual

MEMBERS ABSENT

Brian Avery, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Ryan Fulford, Dixie County
Lee Deen, Gilchrist County
David Ward, Jefferson County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Sandy Beach, Taylor County
Dawn Perez, Taylor County
Dale Walker, Union County
Natalie Knowles, Wakulla County

STAFF PRESENT

Hilda Ng
Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE NOVEMBER 18, 2021 MINUTES

Chair Colton asked for approval of the November 18, 2021 meeting minutes.

ACTION: Patricia Watson moved and Marlene Squires-Swanson seconded to approve the November 18, 2021 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, 2021, November 30, 2021 and December 31, 2021

ACTION: Katrina Richardson moved and Charissa Setzer seconded to accept the October 31, 2021, November 30, 2021 and December 31, 2021 monthly financial reports as presented. The motion passed unanimously.

B. Fiscal Year 2020-21 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

ACTION: Will Sexton moved and Katrina Richardson seconded to award Craig Colton, Mia Mauldin, Marlene Squires-Swanson, and a new Dixie County Tourist Development Council staff person scholarships for 2022 Southeast Tourism Society Marketing College. The motion passed unanimously.

9. Professional Organization Memberships
10. Approval of Fourth Quarter Report and Reimbursement Submittal Package

ACTION: Will Sexton moved and Paula Vann seconded to approve the Fourth Quarter Report and Reimbursement Submittal Package as presented. The motion passed unanimously.

C. Fiscal Year 2021-22 Regional Rural Development Grant

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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

- D. VISIT FLORIDA -
 - 1. Monthly Report
 - 2. Florida Huddle 2022 Report

ACTION: Patricia Watson moved and Russ McCallister seconded to reimburse Katrina Richardson for travel expenses to represent Visit Natural North Florida at Florida Huddle 2022. The motion passed unanimously.

- 3. Adventure Travel / Ecotourism Marketing Program Report

ACTION: Russ McCallister moved and Katrina Richardson seconded to direct staff to trademark the Visit Natural North Florida slogan, "Nature is Our Theme Park." The motion passed unanimously.

- 4. VISIT FLORIDA Influencer Report

E. Staff Items -

- 1. Travel Show Coordinator Agreement Fiscal Year 2021-22

ACTION: Russ McCallister moved and Katrina Richardson seconded to approve the Travel Show Coordinator Agreement for Fiscal Year 2021-22 between the Task Force and Donna Creamer, Travel Show Coordinator. The motion passed unanimously.

- 2. Cooperative Regional Marketing Fee Fiscal Year 2021-22
- 3. LIVE! In Tallahassee
- 4. Senate Bill 1898 / House Bill 6075 - Tourist Development Tax (Marketing)
- 5. Senate Bill 434 / House Bill 489 - VISIT FLORIDA
- 6. Senate Bill 1542 / House Bill 673- Tourist Development Tax (Law Enforcement)

F. Other Old Business

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

G. Announcements

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

V. New Business

VI. Leadership Forum: Edwin McCook, Senior Land Management Specialist,
Suwannee River Water Management District

VII. Adjournment

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., March 17, 2022 to be held in Wakulla County at a location to be determined.

The meeting adjourned at 12:25 p.m.

Craig Colton/s
Craig Colton, Chair

3/17/22
Date

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