

MINUTES OF
The Original Florida
TOURISM TASK FORCE

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

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

MEMBERS PRESENT

Elizabeth Reyes, Alachua County
Ryan Fulford, Dixie County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Craig Colton, Lafayette County, Chair
Jennifer Poore, Madison County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

OTHERS PRESENT

Bobbi Breo, Madison County
Donna Creamer, Travel Show Coordinator
Adrienne Glass, Advance Travel & Tourism
Anne Glick, Florida Fish & Wildlife
Conservation Commission
Kay McCallister, Visit Dixie
Jesse Sampley, Meridian Pursuit

MEMBERS ABSENT

Carolyn Spooner, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Bryan Freeman, Gilchrist County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
Katrina Richardson, Jefferson County
David Ward, Jefferson County
Tisha Whitehurst, Levy County
Ina Thompson, Madison County
Teena Peavey, Suwannee County, Treasurer
Sandy Beach, Taylor County

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:15 a.m.

II. APPROVAL OF THE AGENDA

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

ACTION: Russ McCallister moved and Kinsey Miller seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE FEBRUARY 16, 2023 MINUTES

Chair Colton asked for approval of the February 16, 2023 meeting minutes.

ACTION: Patricia Watson moved and Charissa Setzer seconded to approve the February 16, 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 -
January 31, 2023

ACTION: Patricia Watson moved and Charissa Setzer seconded to accept the January 31, 2023 monthly financial report as presented. The motion passed unanimously.

- B. Fiscal Year 2022-23 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
 - a. Southeast Tourism Society Marketing College, June 4-9, 2023

ACTION: Patricia Watson moved and Elizabeth Hughes seconded to authorize staff to register Craig Colton, Kinsey Miller and Jennifer Poore for Marketing College, to be held June 4-9, 2023. The motion passed unanimously.

ACTION: Dawn Perez moved and Charissa Setzer seconded to authorize staff to attend the Governor's Tourism Conference to be held September 6-8, 2023. The motion passed unanimously.

- 9. Professional Organization Memberships

- C. VISIT FLORIDA -
 - 1. Monthly Report

- D. Staff Items -
 - 1. Senate Bill 640 / House Bill 309 - Tourist Development Tax
 - 2. Senate Bill 1482 - Rural Development

- 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 - None

VI. LEADERSHIP FORUM -None

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., April 20, 2023 to be held in Jefferson County at a location to be determined.

The meeting adjourned at 11:16 a.m.

Craig Colton/s
Craig Colton, Chair

4/20/23
Date

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