

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Wakulla County Community Center
318 Shadeville Road, Crawfordville, Florida
Wakulla County

March 17, 2022
Thursday, 10:00 a.m.

MEMBERS PRESENT

Paula Vann, Columbia County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Jackie Blount, Madison County
Dawn Perez, Taylor County
Charissa Setzer, Suwannee County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Commissioner Ralph Thomas, Wakulla County
Jerry Walls, Wakulla County

MEMBERS ABSENT

Brian Avery, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Alden Rosner, Columbia County
Ryan Fulford, Dixie County
Russ McCallister, Dixie County
Lee Deen, Gilchrist County
David Ward, Jefferson County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Marlene Squires-Swanson, Madison County
Teena Peavey, Suwannee County, Treasurer
Sandy Beach, Taylor County
Dale Walker, Union 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: Patricia Watson moved and Katrina Richardson seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE FEBRUARY 24, 2022 MINUTES

Chair Colton asked for approval of the February 24, 2022 meeting minutes.

ACTION: Paula Vann moved and Charissa Setzer seconded to approve the February 24, 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 -
January 31, 2022

ACTION: Paula Vann moved and Patricia Watson seconded to accept the January 31, 2022 monthly financial report as presented. The motion passed unanimously.

2. Marketing Committee

Marketing Committee Chair Paul Vann presented the Marketing Committee recommendations.

ACTION: Patricia Watson moved and Katrina Richardson seconded to purchase the 2021-2022 Madden Media Targeted Digital Marketing Campaign for \$5,800 to be paid with Task Force dues. The motion passed unanimously.

ACTION: Dawn Perez moved and Patricia Watson seconded to renew the Florida Travel and Lifestyles Magazine advertisement for three issues, for a total cost of \$2,700 to be paid with Task Force dues. 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

ACTION: Paula Vann moved and Dawn Perez seconded to spend up to \$10,000 of Task Force dues to purchase promotional items. The motion passed unanimously.

C. VISIT FLORIDA -

- 1. Monthly Report

D. Staff Items -

1. Senate Bill 1898 / House Bill 6075 - Tourist Development Tax (Marketing)
2. Senate Bill 434 / House Bill 489 - VISIT FLORIDA
3. Senate Bill 1542 / House Bill 673- Tourist Development Tax (Law Enforcement)
4. VISIT FLORIDA Rural Tourism Letter

E. Other Old Business

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

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 21, 2022 to be held in Jefferson County at a location to be determined.

The meeting adjourned at 11:15 p.m.

Craig Colton/s
Craig Colton, Chair

4/21/22
Date

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