

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Monticello Opera House
185 West Washington Street, Monticello, Florida
Jefferson County

April 21, 2022
Thursday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Patricia Watson, Gilchrist County
Chadd Mathis, Hamilton County
Katrina Richardson, Jefferson County
David Ward, 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

OTHERS PRESENT

Betsy Barfield, Jefferson County Commissioner
Donna Creamer, Travel Show Coordinator
Anne Glick, Florida Fish and Wildlife
Conservation Commission
Michael Herrin, Monticello Opera House
Laura Young, ECB Publishing, Inc.

MEMBERS ABSENT

Brian Avery, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Ryan Fulford, Dixie County
Russ McCallister, Dixie County
Lee Deen, Gilchrist County
Mia Mauldin, Hamilton County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Sandy Beach, Taylor County
Dawn Perez, Taylor County
Dale Walker, Union County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla 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 10:05 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 MARCH 17, 2022 MINUTES

Chair Colton asked for approval of the March 17, 2022 meeting minutes.

ACTION: Patricia Watson moved and Teena Peavey seconded to approve the March 17, 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 -
February 28, 2022

ACTION: Katrina Richardson moved and Charissa Setzer seconded to accept the February 28, 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
- C. VISIT FLORIDA -
 - 1. Monthly Report
- D. Staff Items -
 - 1. Rural Tourism Stakeholders Meeting with VISIT FLORIDA
- 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

VI. LEADERSHIP FORUM:

Jefferson County Commissioner Betsy Barfield discussed the County's Broadband Expansion Project.

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., May 19, 2022 to be held in Madison County at a location to be determined.

The meeting adjourned at 11:30 a.m.

Craig Colton/s
Craig Colton, Chair

5/19/22
Date

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