

MINUTES OF
The Original Florida
TOURISM TASK FORCE

St. Marks National Wildlife Refuge Visitor Center
1255 Lighthouse Road, St. Marks, FL
Wakulla County

May 18, 2023
Thursday, 11:00 a.m.

MEMBERS PRESENT

Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Craig Colton, Lafayette County, Chair
Katrina Richardson, Jefferson County
Charissa Setzer, Suwannee County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Adrienne Glass, Advance Travel & Tourism
Kay McCallister, Visit Dixie
Jesse Sampley, Meridian Pursuit
Ralph Thomas, Wakulla County Commissioner

MEMBERS ABSENT

Elizabeth Reyes, Alachua County
Carolyn Spooner, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Ryan Fulford, Dixie County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Tisha Whitehurst, Levy County
Ina Thompson, Madison County
Jennifer Poore, Madison County
Teena Peavey, Suwannee County, Treasurer
Dawn Perez, Taylor County
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 11:06 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 16, 2023 MINUTES

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

ACTION: Charissa Setzer moved and Katrina Richardson seconded to approve the March 16, 2023 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, 2023 and March 31, 2023

ACTION: Bryan Freeman moved and Kinsey Miller seconded to accept the February 28, 2023 and March 31, 2023 monthly financial reports as presented. The motion passed unanimously.

2. Marketing Committee

ACTION: Patricia Watson moved and Bryan Freeman seconded to authorize the Marketing Committee to advertise Requests for Proposals and select a firm to conduct a digital marketing campaign. The motion passed unanimously.

B. Fiscal Year 2022-23 Regional Rural Development Grant

1. Website
2. e-newsletter
3. Domestic Travel Shows
4. Advertising Campaign
5. Scholarships

a. Southeast Tourism Society Marketing College, June 4-9, 2023

ACTION: Kinsey Miller moved and Katrina Richardson seconded to authorize staff to register Kay McCallister to replace Kinsey Miller as an attendee for Marketing College to be held June 4-9, 2023. The motion passed unanimously.

6. Professional Organization Memberships
7. Approval of First Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Katrina Richardson seconded to approve and authorize staff to submit the First Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. VISIT FLORIDA -

1. Monthly Report

D. Staff Items

1. The Task Force discussed having virtual/in-person hybrid meetings.

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 -Tour of trails around the Lighthouse at St. Marks National Wildlife Refuge.

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., June 15, 2023 to be held in Gilchrist County at a location to be determined.

The meeting adjourned at 12:40 p.m.

Craig Colton/s
Craig Colton, Chair

6/15/23
Date

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