

MINUTES OF
The Original Florida
TOURISM TASK FORCE

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

May 19, 2022
Thursday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Bryan Freeman, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Jackie Blount, Madison County
Charissa Setzer, Suwannee County
Dale Walker, Union County

OTHERS PRESENT

Bobbi Breo, Madison County
Chamber of Commerce & Tourism
Kate Chunka, VISIT FLORIDA
Donna Creamer, Travel Show Coordinator
Dany Perdue, Visit Dixie
Ina Thompson, City of Madison Commissioner

STAFF PRESENT

Lauren Yeatter

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
Patricia Watson, Gilchrist County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton 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
Dawn Perez, Taylor County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:04 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE APRIL 21, 2022 MINUTES

Chair Colton asked for approval of the April 21, 2022 meeting minutes.

ACTION: Dale Walker moved and Jackie Blount seconded to approve the April 21, 2022 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

- A. Committee Reports
 - 1. Finance Committee Report
 - a. Monthly Financial Report Review and Approval -
March 31, 2022

ACTION: Dale Walker moved and Charissa Setzer seconded to accept the March 31, 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

ACTION: Paula Vann moved and Katrina Richardson seconded to approve staff attendance at the 2022 Florida Governor's Tourism Conference. The motion passed unanimously.

- 9. Professional Organization Memberships
- C. VISIT FLORIDA -
 - 1. Monthly Report
Kate Chunka shared news about future cooperative marketing opportunities.
- D. Staff Items -
 - 1. Fish Florida Marketing Opportunity
 - 2. Itinerary Workshop
- 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:

City Commissioner Ina Thompson welcomed the Task Force and spoke about economic development in the City of Madison.

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., June 16, 2022 to be held in Taylor County at a location to be determined.

The meeting adjourned at 11:50 a.m.

 Craig Colton/s
Craig Colton, Chair

6/16/22
Date

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