

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Hart Springs  
4240 SW 86th Avenue, Bell, FL  
Gilchrist County

June 15, 2023  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County  
Alden Rosner, Columbia County  
Russ McCallister, Dixie County  
Bryan Freeman, Gilchrist County  
Patricia Watson, Gilchrist County  
Craig Colton, Lafayette County, Chair  
Melinda Allen, Levy County  
Jennifer Poore, Madison County  
Charissa Setzer, Suwannee County  
Dawn Perez, Taylor County  
Elizabeth Hughes, Wakulla County  
Kinsey Miller, Wakulla County

MEMBERS ABSENT

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

OTHERS PRESENT

Bobbie Breo, Madison County  
Tourist Development Council  
Donna Creamer, Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

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

**ACTION: Charissa Setzer moved and Alden Rosner seconded to approve the meeting agenda as presented. The motion passed unanimously.**

III. APPROVAL OF THE MAY 18, 2023 MINUTES

Chair Colton asked for approval of the May 18, 2023 meeting minutes.

**ACTION: Kinsey Miller moved and Bryan Freeman seconded to approve the May 18, 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 -April 30, 2023

**ACTION: Charissa Setzer moved and Elizabeth Reyes seconded to accept the April 30, 2023 monthly financial report as presented. The motion passed unanimously.**

B. Fiscal Year 2022-23 Regional Rural Development Grant

1. Website

2. e-newsletter

**ACTION: Elizabeth Reyes moved and Bryan Freeman seconded to refer the revisions to the format**

of the newsletter to the Marketing Committee. The motion passed unanimously.

3. Domestic Travel Shows

**ACTION:** Bryan Freeman moved and Kinsey Miller seconded to register the Task Force as an exhibitor at the North Central Florida Outdoor Expo at the World Equestrian Center to be held on August 12, 2023 for \$595. The motion passed unanimously.

**ACTION:** Patricia Watson moved and Kinsey Miller seconded to register the Task Force as an exhibitor at the Atlanta Camping &RV Show to be held on January 25-28, 2024. The motion passed unanimously.

4. Advertising Campaign

5. Scholarships

6. Professional Organization Memberships

C. VISIT FLORIDA -

1. Monthly Report

D. Staff Items

**ACTION:** Patricia Watson moved and Charissa Setzer seconded to hold in-person/virtual hybrid Task Force meetings from July 2023 to December 2023 allowing Task Force members to attend meetings virtually no more than two times during that period. The motion passed unanimously.

**ACTION:** Elizabeth Hughes moved and Elizabeth Reyes seconded to use Task Force funds to provide lunch for the July 20, 2023 Task Force meeting and speaker event for no more than \$20 per person. The motion passed unanimously.

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 to be held at 10:00 a.m., July 20, 2023 in Tallahassee at the VISIT FLORIDA office.

**The meeting adjourned at 12:30 p.m.**

Craig Colton/s  
Craig Colton, Chair

7/20/23  
Date

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