

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Backdoor Bistro Meeting Hall
124 South Jefferson Street, Perry, FL
Taylor County

June 16, 2022
Thursday, 10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Alden Rosner, Columbia County
Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County
Jackie Blount, Madison County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Anne Glick, Florida Fish and Wildlife
Conservation Commission
Breana Dacks, VISIT FLORIDA
Roland Loog, Task Force Volunteer

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Elizabeth Reyes, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
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
Craig Colton, Lafayette County, Chair
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
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the absence of the Chair and Vice-Chair, Lauren Yeatter called the meeting to order at 10:04 a.m.

ACTION: Patricia Watson moved and Alden Rosner seconded to elect Dawn Perez to serve as Acting Chair for meeting. The motion passed unanimously.

II. APPROVAL OF THE AGENDA

Acting Chair Perez requested approval of the meeting agenda, as presented.

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

III. APPROVAL OF THE MAY 19, 2022 MINUTES

Acting Chair Perez asked for approval of the May 19, 2022 meeting minutes.

ACTION: Patricia Watson moved and Jackie Blount seconded to approve the May 19, 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 -
April 30, 2022

ACTION: Bryan Freeman moved and Russ McCallister seconded to accept the April 30, 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

ACTION: Ron Gromoll moved and Charissa Setzer seconded to authorize the placement of a full-panel size advertisement in the 2023 Visit Florida Transportation Map. The motion passed unanimously.

- 7. Brochure Distribution
- 8. Scholarships
- 9. Professional Organization Memberships
- 10. Approval of First Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Bryan Freeman seconded to approve the First Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. VISIT FLORIDA -

1. Monthly Report

Brenna Dacks gave the Visit Florida monthly report.

2. VISIT FLORIDA Domestic Press Trip

D. Staff Items -

1. 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 - None

VI. LEADERSHIP FORUM - None

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., July 21, 2022 to be held in Dixie County at a location to be determined.

The meeting adjourned at 11:46 a.m.

Craig Colton/s
Craig Colton, Chair

7/21/22
Date

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