

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Suwannee Belle Landing
282 Southeast 989 Street, Old Town, FL
Dixie County

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

MEMBERS PRESENT

Ron Gromoll, Alachua County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County, Chair
Jackie Blount, Madison County
Teena Peavey, Suwannee County, Treasurer
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County
Dale Walker, Union County

OTHERS PRESENT

Jeffrey Cary,
Dixie County Tourist Development Council
Donna Creamer, Travel Show Coordinator
Dany Perdue, Visit Dixie
Jody Stephenson, Dixie County Commissioner

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
Alden Rosner, Columbia County
Paula Vann, Columbia County
Ryan Fulford, Dixie County
Russ McCallister, Dixie County
Bryan Freeman, 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
Sandy Beach, 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: Dale Walker moved and Ron Gromoll seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE JUNE 16, 2022 MINUTES

Chair Colton asked for approval of the June 16, 2022 meeting minutes.

ACTION: Dawn Perez moved and Katrina Richardson seconded to approve the June 16, 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 -
May 31, 2022

ACTION: Katrina Richardson moved and Dale Walker seconded to accept the May 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

ACTION: Dawn Perez moved and Katrina Richardson seconded to authorize the placement of a full-page cooperative advertisement in the 2023 VISIT FLORIDA Travel Guide, with the Task Force paying for one-half of the total cost using any remaining Regional Rural Development Grant funds and Task Force reserve funds. The motion passed unanimously.

7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

C. VISIT FLORIDA -

1. Monthly Report

ACTION: Dawn Perez moved and Ron Gromoll seconded to authorize Katrina Richardson to represent the Task Force at VISIT FLORIDA's 2023 Florida Encounter Conference. The motion passed unanimously.

2. VISIT FLORIDA Domestic Press Trip

D. Staff Items -

1. Task Force Retreat

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., August 18, 2022 to be held in Lafayette County at a location to be determined.

The meeting adjourned at 11:40 a.m.

Craig Colton/s
Craig Colton, Chair

8/18/22
Date

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