

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Suwannee River Rendezvous Resort and Campground  
828 NE Primrose Road, Mayo, FL  
Lafayette County

August 18, 2022  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Russ McCallister, Dixie County  
Bryan Freeman, Gilchrist County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Craig Colton, Lafayette County, Chair  
Charissa Setzer, Suwannee County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator  
Breana Dacks, VISIT FLORIDA  
Anne Glick, Florida Fish and Wildlife  
Conservation Commission  
Jennifer Poore, Madison County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County  
Ron Gromoll, Alachua County  
Daniel Riddick, 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  
Carol McQueen, Levy County  
Tisha Whitehurst, Levy County  
Jackie Blount, Madison County  
Marlene Squires-Swanson, Madison County  
Teena Peavey, Suwannee County, Treasurer  
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 10:12 a.m.

II. APPROVAL OF THE AGENDA

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

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

### III. APPROVAL OF THE JULY 21, 2022 MINUTES

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

**ACTION: Patricia Watson moved and Charissa Setzer seconded to approve the July 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 -  
June 30, 2022

**ACTION: Will Sexton moved and Katrina Richardson seconded to accept the June 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
- 7. Brochure Distribution
- 8. Scholarships
- 9. Professional Organization Memberships
- 10. Approval of Second Quarter Report and Reimbursement Submittal Package

**ACTION: Patricia Watson moved and Katrina Richardson seconded to approve the Second Quarter Report and Reimbursement Submittal Package as presented. The motion passed unanimously.**

#### C. VISIT FLORIDA -

- 1. Monthly Report
- 2. VISIT FLORIDA Domestic Press Trip
- 3. VISIT FLORIDA AAA Thread Event

#### 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 - None

### 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., September 15, 2022 to be held in Gilchrist County at a location to be determined.

**The meeting adjourned at 11:45 a.m.**

Craig Colton/s  
Craig Colton, Chair

9/15/22  
Date

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