

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Off The Beet (Old Quilt Shop)  
517 North Main Street  
Trenton, Florida

September 15, 2022  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Ryan Fulford, Dixie County  
Russ McCallister, Dixie County  
Bryan Freeman, Gilchrist County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Craig Colton, Lafayette County, Chair  
Tisha Whitehurst, Levy County  
Jennifer Poore, Madison County  
Charissa Setzer, Suwannee County  
Teena Peavey, Suwannee County, Treasurer  
Dawn Perez, Taylor County  
Dale Walker, Union County

OTHERS PRESENT

Natalie Anderson, University of Florida  
Institute of Food and Agricultural Sciences  
Jeffrey Cary, Dixie County  
Donna Creamer, Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA  
Kay McCallister, Dixie County  
Hailey Milligan, University of Florida Student  
Tourism, Events and Recreation Management  
Jesse Sampley, Dixie County  
Natalie Sturmer, University of Florida  
Institute of Food and Agricultural Sciences

CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Craig Colton called the meeting to order at 10:05 a.m.

- II. GUEST SPEAKER - Leslie Sturmer, University of Florida, Institute of Food and Agricultural Sciences  
Leslie Sturmer, University of Florida, Institute of Food and Agricultural Sciences, made a presentation concerning the Big Bend Shellfish Trail Map.

III. 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.

MEMBERS ABSENT

Brian Avery, Alachua County  
Elizabeth Reyes, Alachua County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Chadd Mathis, Hamilton County  
Mia Mauldin, Hamilton County  
David Ward, Jefferson County  
Carol McQueen, Levy County  
Sandy Beach, Taylor County  
Thomas Herndon, Wakulla County  
Natalie Knowles, Wakulla County

STAFF PRESENT

Lauren Yeatter

#### IV. APPROVAL OF THE AUGUST 18, 2022 MINUTES

Chair Colton asked for approval of the August 18, 2022 meeting minutes.

**ACTION: Ron Gromoll moved and Teena Peavey seconded to approve the August 18, 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 -  
July 31, 2022

**ACTION: Dale Walker moved and Tisha Whitehurst seconded to accept the July 31, 2022 monthly financial report as presented. The motion passed unanimously.**

- b. Adoption of Fiscal Year 2022-23 Budget

**ACTION: Tisha Whitehurst moved and Dale Walker seconded to adopt the Fiscal Year 2022-23 Budget as presented. The motion passed unanimously.**

##### B. Fiscal Year 2021-22 Regional Rural Development Grant

- 1. Website
- 2. e-newsletter
- 3. Website Blogs
  - Advance Travel Presentation
- 4. Marketing Materials
- 5. Domestic Travel Shows

**ACTION: Dawn Perez moved and Katrina Richardson seconded to approve to have the Task Force pay the registration fees and travel expenses for two Task Force representatives to attend the Atlanta Travel and Adventure Show, Washington DC Travel and Adventure Show and the Georgia RV Show. The motion passed unanimously.**

- 6. Advertising Campaign
- 7. Brochure Distribution
- 8. Scholarships
- 9. Professional Organization Memberships

##### C. Fiscal Year 2022-23 Regional Rural Development Grant

- 1. Application, Budget, and Deliverables for Fiscal Year 2022-23

**ACTION: Tisha Whitehurst moved and Ron Gromoll seconded to submit the application, budget and deliverables for the Fiscal Year 2022-23 Regional Rural Development Grant to the Florida Department of Economic Opportunity. The motion passed unanimously.**

D. VISIT FLORIDA -

1. Monthly Report
2. VISIT FLORIDA Domestic Press Trip

E. Staff Items

1. Task Force Retreat

F. Other Old Business

1. Updated Task Force Member Contact Information
2. 2022 Meeting Dates and Locations

G. 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., October 20, 2022 to be held in Levy County at a location to be determined.

**The meeting adjourned at 1:09 p.m.**

Craig Colton/s  
Craig Colton, Chair

11/22/22  
Date

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