

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

Forest Capital Museum State Park, Garden Club Building  
203 Forest Park Drive, Perry, FL and  
Via Communications Media Technology

September 21, 2023  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County  
Julie Smith, Alachua County  
Alden Rosner, Columbia County  
Russ McCallister, Dixie County  
Bryan Freeman, Gilchrist County  
Katrina Richardson, Jefferson County  
Theresa Sterling, Jefferson County  
Tisha Whitehurst, Levy County (Virtual)  
Bobbie Breo, Madison County  
Charissa Setzer, Suwannee County  
Dawn Perez, Taylor County

STAFF PRESENT

Lauren Yeatter

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA  
Kay McCallister, Dixie County

MEMBERS ABSENT

Christopher Stoney, Alachua County  
Carolyn Spooner, Bradford County  
Paula Vann, Columbia County  
Rod Butler, Columbia County  
Ryan Fulford, Dixie County  
Patricia Watson, Gilchrist County  
Chadd Mathis, Hamilton County  
Mia Mauldin, Hamilton County  
David Ward, Jefferson County  
Melinda Allen, Levy County  
Jennifer Poore, Madison County  
Teena Peavey, Suwannee County, Treasurer  
Sandy Beach, Taylor County  
Elizabeth Hughes, Wakulla County  
Kinsey Miller, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Acting Chair Dawn Perez called the meeting to order at 10:10 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE AUGUST 17, 2023 MINUTES

Acting Chair Perez asked for approval of the August 17, 2023 meeting minutes.

**ACTION: Russ McCallister moved and Alden Rosner seconded to approve the August 17, 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 - July 31, 2023

**ACTION: Tisha Whitehurst moved and Bobbi Breo seconded to accept the July 31, 2023 monthly financial report as presented. The motion passed unanimously.**

b. Adoption of Fiscal Year 2023-24 Budget

**ACTION: Charissa Setzer moved and Bobbi Breo seconded to adopt the Fiscal Year 2023-24 Budget as presented. The motion passed unanimously.**

- B. Fiscal Year 2022-23 Regional Rural Development Grant
1. Website
  2. e-newsletter
  3. Domestic Travel Shows
  4. Advertising Campaign

**ACTION: Elizabeth Reyes moved and Tisha Whitehurst seconded that the cost be \$1,400 for member counties participating in the two page-cooperative advertisement in the VISIT FLORIDA 2024 Vacation Guide, with the Task Force paying the remainder from the Rural Development Grant and Task Force funds. The motion passed unanimously.**

5. Scholarships
6. Professional Organization Memberships

C. VISIT FLORIDA -

1. Monthly Report - Brenna Dacks presented the VISIT FLORIDA monthly report.

D. Staff Items

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

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., September 21, 2023 in Taylor County at a location to be determined.

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

Dawn Perez/s  
Dawn Perez, Chair

10/19/23  
Date

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