

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Perry-Taylor County Chamber of Commerce
428 North Jefferson Street, Perry, FL and
Via Communications Media Technology

October 19, 2023
Thursday, 10:00 a.m.

MEMBERS PRESENT

Julie Smith, Alachua County
Alden Rosner, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County, Treasurer
Theresa Sterling, Jefferson County
Tisha Whitehurst, Levy County (Virtual)
Bobbie Breo, Madison County
Jennifer Poore, Madison County
Charissa Setzer, Suwannee County, Vice Chair
Dawn Perez, Taylor County, Chair
Elizabeth Hughes, Wakulla County

STAFF PRESENT

Lauren Yeatter

OTHERS PRESENT

Adrienne Glass, Advance Travel & Tourism
Kim Goldsmith, Columbia County
Kay McCallister, Dixie County

MEMBERS ABSENT

Elizabeth Reyes, Alachua County
Christopher Stoney, Alachua County
Carolyn Spooner, Bradford County
Paula Vann, Columbia County
Rod Butler, Columbia County
Ryan Fulford, Dixie County
Bryan Freeman, Gilchrist County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Melinda Allen, Levy County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Kinsey Miller, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Perez called the meeting to order at 10:06 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE SEPTEMBER 21, 2023 MINUTES

Chair Perez asked for approval of the September 21, 2023 meeting minutes.

ACTION: Alden Rosner moved and Bobbi Breo seconded to approve the September 21, 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 - August 31, 2023

ACTION: Charissa Setzer moved and Jennifer Poore seconded to accept the August 31, 2023 monthly financial report 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
 5. Scholarships
 6. Professional Organization Memberships
- C. Fiscal Year 2023-24 Regional Rural Development Grant
1. Application, Budget, and Deliverables for Fiscal Year 2023-24

ACTION: Patricia Watson moved and Charissa Setzer seconded to authorize staff to submit an Application, Budget, and Deliverables for a Fiscal Year 2023-24 Regional Rural Development Grant to FloridaCommerce. The motion passed unanimously.

- D. VISIT FLORIDA -
1. Monthly Report
- E. Staff Items
- F. Other Old Business
1. Updated Task Force Member Contact Information
 2. Task Force 2023 Meeting Schedule and County Assignments
 2. Task Force 2024 Meeting Schedule and County Assignments

- G. 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., November 16, 2023 in Alachua County at a location to be determined.

The meeting adjourned at 11:47 a.m.

Dawn Perez/s
Dawn Perez, Chair

11/16/23
Date

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