

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Cuscowilla Nature and Retreat Center
210 Southeast 134th Avenue, Micanopy, FL and
Via Communications Media Technology

November 16, 2023
Thursday, 10:00 a.m.

MEMBERS PRESENT

Christopher Stoney, Alachua County
Elizabeth Reyes, Alachua County
Julie Smith, Alachua County
Russ McCallister, Dixie County (Virtual)
Patricia Watson, Gilchrist County, Treasurer
Chadd Mathis, Hamilton County (Virtual)
Theresa Sterling, Jefferson County
Tisha Whitehurst, Levy County
Charissa Setzer, Suwannee County, Vice Chair

STAFF PRESENT

Lauren Yeatter

OTHERS PRESENT

Jessica Hurov, Visit Gainesville
Bailey McClellan, Visit Gainesville
Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Adrienne Glass, Advance Travel & Tourism
Cynthia Holland, Friends of Cuscowilla
Jane Luzar, Friends of Cuscowilla
Craig Littauer, Florida State Parks
David Cobiello, AquaTrek Expeditions

MEMBERS ABSENT

Carolyn Spooner, Bradford County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Rod Butler, Columbia County
Ryan Fulford, Dixie County
Bryan Freeman, Gilchrist County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Melinda Allen, Levy County
Bobbie Breo, Madison County
Jennifer Poore, Madison County
Teena Peavey, Suwannee County
Dawn Perez, Taylor County, Chair
Sandy Beach, Taylor County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Vice-Chair Charissa Setzer called the meeting to order at 10:04 a.m.

II. APPROVAL OF THE AGENDA

Vice-Chair Setzer requested approval of the meeting agenda, as presented.

ACTION: Tisha Whitehurst moved and Elizabeth Reyes seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE OCTOBER 19, 2023 MINUTES

Vice-Chair Setzer asked for approval of the October 19, 2023 meeting minutes.

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the October 19, 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 - September 30, 2023

ACTION: Elizabeth Reyes moved and Julie Smith seconded to accept the September 30, 2023 monthly financial report as presented. The motion passed unanimously.

2. Amended Fiscal Year 2022-23 Budget Review and Approval

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the Amended Fiscal Year 2022-23 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
 5. Scholarships
 6. Professional Organization Memberships
 7. Approval of Third Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the Third Quarter Report and Reimbursement Submittal Package as presented. The motion passed unanimously.

- C. VISIT FLORIDA -
 1. 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
 2. Task Force 2024 Meeting Schedule and County Assignments
- F. Announcements
Task Force members made announcements of interest to the Task Force.

V. NEW BUSINESS

VI. LEADERSHIP FORUM -Following adjournment of the meeting, Task Force members toured the Alachua County Sports and Events Center in Gainesville.

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled to be held at 10:00 a.m., January 18, 2024 in Jefferson County at a location to be determined.

The meeting adjourned at 11:27 a.m.

Dawn Perez/s
Dawn Perez, Chair

2/8/24
Date

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