

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Hart Springs Park
4240 SW 86th Avenue, Bell, FL
Gilchrist County

February 8, 2024
Thursday, 10:00 a.m.

MEMBERS PRESENT

Christopher Stoney, Alachua County
Julie Smith, Alachua County
KonniePatke, Columbia County
Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County, Treasurer
Theresa Sterling, Jefferson County
Tisha Whitehurst, Levy County
Bobbie Breo, Madison County
Charissa Setzer, Suwannee County, Vice Chair
Dawn Perez, Taylor County, Chair
Elizabeth Hughes, Wakulla County

MEMBERS ABSENT

Elizabeth Reyes, Alachua County
Carolyn Spooner, Bradford County
Kimberly Goldsmith, Columbia County
Rod Butler, Columbia County
Ryan Fulford, Dixie 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
Sandy Beach, Taylor County
Kinsey Miller, Wakulla County

STAFF PRESENT

Lauren Yeatter

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Adrienne Glass, Advance Travel & Tourism
David Cobiello, AquaTrek Expeditions
Walter Wobig, Gilchrist County Chamber

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Perez called the meeting to order at 10:00 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE NOVEMBER 16, 2023 MINUTES

Chair Perez asked for approval of the November 16, 2023 meeting minutes.

ACTION: Charissa Setzer moved and Christopher Stoney seconded to approve the November 16, 2023 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Reports

- a. Monthly Financial Reports Review and Approval -
October 31, 2023, and November 30, 2023

ACTION: Charissa Setzer moved and Julie Smith seconded to accept the October 31, 2023 and November 30, 2023 monthly financial reports as presented. The motion passed unanimously.

2. Marketing Committee
ACTION: Elizabeth Hughes moved and Julie Smith seconded to schedule Marketing Committee meetings at least once per quarter. 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. VISIT FLORIDA -

1. Monthly Report

D. Staff Items

1. Bank Account Fraud Protection

ACTION: Christopher Stoney moved and Konnie Patke seconded to provide a list of checks instead of copies of checks in the monthly financial report. The motion passed unanimously.

ACTION: Bobbi Breo moved and Russ McCallister seconded to not add the \$60 monthly fraud protection to the Task Force bank account. The motion passed unanimously.

2. SB 872/ HB 1453 Tourist Development Tax
3. SB 1594 Tourist Impact Tax
4. SB 1748/HB 1599 Tourist Development Tax

E. Other Old Business

1. Travel Show Coordinator Agreement Fiscal Year 2023-24

ACTION: Russ McCallister moved and Tisha Whitehurst seconded to approve an amended agreement Fiscal Year 2023-24 Travel Show Coordinator between the Task Force and Donna Creamer to include following up with travel show contacts to the scope of work. The motion passed unanimously.

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 -TBD

VII. ADJOURNMENT

Date and Location of next meeting

The next regular meeting is scheduled to be held at 10:00 a.m., March 21, 2024 in Wakulla County at a location to be determined.

The meeting adjourned at 12:00 p.m.

Dawn Perez/s
Dawn Perez, Chair

3/21/24
Date

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