

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Wakulla Welcome Center
1505 Coastal Highway, Panacea, FL
Wakulla County
Via Communications Media Technology

March 21, 2024
Thursday, 10:00 a.m.

MEMBERS PRESENT IN PERSON

Julie Smith, Alachua County
Theresa Sterling, Jefferson County
Bobbie Breo, Madison County
Dawn Perez, Taylor County, Chair
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

MEMBERS PRESENT VIA
COMMUNICATIONS MEDIA TECHNOLOGY

Kimberly Goldsmith, Columbia County
Russ McCallister, Dixie County
KonniePatke, Columbia County
Elizabeth Reyes, Alachua County
Charissa Setzer, Suwannee County, Vice Chair
Christopher Stoney, Alachua County

STAFF PRESENT IN PERSON

Lauren Yeatter

OTHERS PRESENT IN PERSON

Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISITFLORIDA
Adrienne Glass, Advance Travel & Tourism

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: Kinsey Miller moved and Julie Smith seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE FEBRUARY 8, 2024 MINUTES

Chair Perez asked for approval of the February 8, 2024 meeting minutes.

ACTION: Kinsey Miller moved and Elizabeth Hughes seconded to approve the February 8, 2024 minutes as presented. The motion passed unanimously.

MEMBERS ABSENT

Carolyn Spooner, Bradford County
Rod Butler, Columbia County
Ryan Fulford, Dixie County
Bryan Freeman, Gilchrist County
Patricia Watson, Gilchrist County, Treasurer
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Melinda Allen, Levy County
Tisha Whitehurst, Levy County
Jennifer Poore, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Reports

- a. Monthly Financial Reports Review and Approval -
December 31, 2023 and January 31, 2024

ACTION: Bobbie Breo moved and Theresa Sterling seconded to accept the December 31, 2023 and January 31, 2024 monthly financial reports as presented. The motion passed unanimously.

ACTION: Elizabeth Hughes moved and Kinsey Miller seconded to request staff to provide a memorandum describing the expenditure associated with each check as part of the monthly financial report. The motion passed unanimously.

ACTION: Bobbie Breo moved and Kinsey Miller seconded to request staff to continue providing the Treasurer with a copy of the monthly general ledger listing all transactions. The motion passed unanimously.

ACTION: Kinsey Miller moved and Julie Smith seconded to request staff to obtain a debit card for the Task Force checking account for use by staff for organizational purposes. The motion passed unanimously.

2. Marketing Committee

ACTION: Elizabeth Hughes moved and Kinsey Miller seconded to enter into an agreement with Advanced Travel to conduct a digital marketing campaign at least three months in duration for an amount not to exceed \$4,999.00 as recommended by the Marketing Committee. 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: Kinsey Miller moved and Elizabeth Hughes seconded to approve the Fourth Quarter Report and Reimbursement Submittal Package as presented. The motion passed unanimously.

C. VISIT FLORIDA -

1. Florida Huddle Report - Kinsey Miller and Elizabeth Hughes
2. Monthly Report

D. Staff Items

1. Legislative Update

- E. Other Old Business
 - 1. 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 Gulf Specimen Aquarium in Panacea.

VII. ADJOURNMENT

Date and Location of next meeting

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

The meeting adjourned at 11:45 a.m.

Dawn Perez/s
Dawn Perez, Chair

4/18/24
Date

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