



Legislation Text

File #: 20-0876, **Version:** 1

Agenda Item Name:

The Original Florida Tourism Task Force Board Appointments

Presenter:

Jessica Hurov

Description:

Determine appointments to The Original Florida Tourism Task Force Board

Recommended Action:

Appoint three applicants to The Original Florida Tourism Task Force ("Task Force") Board for the following positions: Citizen-at-Large, term ending April 30, 2022; Citizen-at-Large, term ending April 30, 2022; Citizen-at-Large, term ending April 30, 2023

Prior Board Motions:

N/A

Fiscal Consideration:

N/A

Background:

Founded in 1993, The Original Florida Tourism Task Force, also known as Visit Natural North Florida, is a fourteen-county regional tourism promotion organization. The mission of The Original Florida Tourism Task Force is to promote the natural, historic and cultural attractions of the area in order to increase the number of visitors and to extend their stay. Member counties include Alachua, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Suwanee, Taylor, Union and Wakulla counties. Alachua County is a founding member of the Task Force.

The Original Florida Tourism Task Force/Visit Natural North Florida is comprised of representatives from each of the participating counties, appointed by their respective Board of County Commissioners, to support and direct the Task Force's regional tourism development efforts. As members of the board, representatives from the tourism industry explore marketing and sales programming that the Original Florida Tourism Task Force leads and coordinates, including participation in trade shows, cooperative advertising, hosting travel writers, and providing content for the Natural North Florida website www.naturalnorthflorida.com.

There are currently three positions available from Alachua County. 2 positions would appoint board members through April 2022 and 1 position is through April 2023. Five citizens have applied, listed

alphabetically.

Brian Avery, UF Professor / Dir. of Engaged Learning & Outreach. Has not served on this board previously.

Jodi Biggar, Tourism Product Coordinator, Visit Gainesville, Alachua County. Has not served on this board previously.

Ronald Gromoll, UF Lecturer, Business Manager, Coordinator & Academic Advisor. Has served on this board previously.

Samantha Horan, UF student, Expected Graduation May 2021: B.A. Political Science. Has not served on this board previously.

Sean Plemons, Tourism Product Coordinator, Visit Gainesville, Alachua County. Has served on this board previously.