

Freedom Community Center at Veterans Memorial Park  
7430 SW 41st Place, Gainesville, FL  
Alachua County

January 17, 2019  
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County  
Sean Plemons, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Russ McCallister, Dixie County  
Lee Deen, Gilchrist County  
Patricia Watson, Gilchrist County  
Mariela Garcia-Rendon, Hamilton County  
Susan Ramsey, Hamilton County  
Katrina Richardson, Jefferson County  
Nancy Wideman, Jefferson County  
Tisha Whitehurst, Levy County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County  
Charissa Setzer, Suwannee County  
Sandy Beach, Taylor County  
Dawn Taylor, Taylor County, Chair  
Dale Walker, Union County  
Thomas Herndon, Wakulla County

OTHERS PRESENT

Karen Brown, Alachua Audubon  
Donna Creamer, Task Force  
Travel Show Coordinator  
Brenda Dacks, Visit Florida  
Rita Dopp, Task Force Volunteer  
Steve Dopp, Task Force Volunteer  
Jessica Huror, Visit Gainesville/Alachua County  
Dave Mecusker, Union County  
Lois Nevins, By All Means Travel  
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Scott Koons  
Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Paula Vann, Columbia County  
Craig Colton, Lafayette County  
Carol McQueen, Levy County  
Jackie Blount, Madison County

**I. CALL TO ORDER, INTRODUCTIONS**

Noting the presence of a quorum, Chair Dawn Taylor called the meeting to order at 10:05 a.m. and called for introductions.

**II. APPROVAL OF THE AGENDA**

Chair Taylor requested approval of the meeting agenda.

**ACTION:** Ron Gromoll moved and Susan Ramsey seconded to approve the meeting agenda. The motion passed unanimously.

### III. APPROVAL OF THE NOVEMBER 15, 2018 MINUTES

Chair Taylor asked for approval of the November 15, 2018 meeting minutes.

**ACTION: Nancy Wiedman moved and Sean Plemons seconded to approve the November 15, 2018 minutes as circulated. The motion passed unanimously.**

### IV. OLD BUSINESS

#### A. Committee Reports

##### 1. Finance Committee Report

- a. Monthly Financial Report Review and Approval
  - 1. October 31, 2018
  - 2. November 30, 2018

Dave Mecusker presented the October 31, 2018 and November 30, 2018 Monthly Financial Reports.

**ACTION: Katrina Richardson moved and Will Sexton seconded to approve the October 31, 2018 and November 30, 2018 monthly financial reports as circulated. The motion passed unanimously.**

##### 2. Marketing Committee Report

- a. Video Ranking and Selected Vendor for 2019 Marketing Project

Chair Taylor reported that the Marketing Committee did not achieve a quorum and will reschedule a Committee meeting for a later date.

##### 3. Video Committee Report

- a. Video Ranking and Selected Vendor for 2019 Website Video Project

Chair Taylor reported that the Marketing Committee selected Aqueous Films as the vendor for the 2019 Website Video Project.

#### B. Fiscal Year 2017-18 Regional Rural Development Grant

##### 1. Scope of Work

Mr. Koons stated that the Task Force has been reimbursed by the Florida Department of Economic Opportunity for the 3rd quarter deliverables.

##### 2. Website Header Enhancements

Steve Dopp reported on the website header enhancements.

**ACTION: Sandy Beach moved and Ms. Wideman seconded to change the website homepage title to Nature is Our Theme Park. The motion passed unanimously.**

3. Digital Advertising Campaign

Mr. Koons stated that as of December 31, 2018 Jumpen LLC had completed the digital advertising campaign.

4. Website Blogs

Mr. Koons reported Two Tree, Inc. has completed all website blogs.

5. In-house Brochure Printing

Mr. Koons reported that In-house Brochure Printing has been completed.

6. Brochure Distribution

Mr. Koons stated that brochure distribution has been completed.

7. VISIT FLORIDA Travel Planner Advertisement

Mr. Koons stated that a copy of the Visit Florida Travel Planner Advertisement was included in the meeting packet.

8. VISIT FLORIDA Transportation Map Advertisement

Brenna Dacks reported that the printing of the Visit Florida Transportation Map has been delayed due to obtaining a photograph and welcome letter from the Governor.

9. Florida Pocket Ranger App Advertisement Analytics Report

Mr. Koons stated that the Florida Pocket Ranger App Advertisement Analytics report was included in the meeting packet.

10. Visa Vues

Mr. Koons stated that the December 2018 Quarter Visa Vues report had not yet been received.

11. Winter 2018 eNewsletter

Mr. Koons stated that the Winter 2018 eNewsletter was issued on December 4, 2018 and a copy of the eNewsletter was included in the meeting packet.

C. Fiscal Year 2018-19 Regional Rural Development Grant

1. Scope of Work

No discussion occurred under this item.

2. 2019 Marketing Project

No discussion occurred under this item.

3. VISIT FLORIDA Retargeting Campaign

No discussion occurred under this item.

4. Website Attractions Maintenance and Updating

No discussion occurred under this item.

5. Ultimate Bicycle Guide Reprint  
Domestic Travel Shows - Bike Expo New York and  
Midwest Mountaineering Spring Expo

No discussion occurred under this item.

6. Website Blogs

No discussion occurred under this item.

7. New Places to Go Town Pages

No discussion occurred under this item.

8. Print Advertising (UnDiscovered Florida, Florida Travel Planner,  
a. Authorization to Enter into Contract with Worth International

Mr. Koons reported that Dixie, Gilchrist, Jefferson, Levy and Taylor Counties and a combined Gilchrist County/Taylor County have agreed to participate in the Undiscovered Florida coop advertisement.

**ACTION: Mr. Sexton moved and Ms. Weidman seconded to authorize entering into a contract with Worth International for an Undiscovered Florida coop advertisement. The motion passed unanimously.**

9. Scholarships -  
a. Southeast Tourism Society Marketing College

Mr. Koons reported that the Task Force had allotted seven scholarships for Southeast Tourism Society Marketing College and there were nine individuals requesting scholarships.

**ACTION: Ms. Richardson moved and Ms. Weidman seconded to authorize scholarships for Southeast Tourism Society Marketing College for Lauren Yeatter, Task Force Staff, for Year 1; Ron Gromoll for Year 2; Katrina Richardson, Phyllis Williams, Sandy Beach, Pat Watson and Paula Vann for Year 3. The motion passed unanimously.**

b. 2019 Florida Governor's Tourism Conference

Mr. Koons reported that the 2019 Florida Governor's Tourism Conference will be held September 4, 2019 to September 6, 2019 in Boca Raton.

10. Professional Organization Memberships

No discussion under this item.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19  
Rural Area of Opportunity Partnership Program

a. Travel Shows and Travel Show Assignments

Donna Creamer, Travel Show Coordinator reviewed the Travel Show assignments.

b. Promotional Items

Mr. Koons requested the reallocation of \$5,000 for promotional items to include \$635 for fabric posters, \$2,495 for digital media kits, \$185 for table runners, \$1,425 for Go Pros and \$260 for iPad security devices.

**ACTION: Ms. Weidman moved and Mr. Gromoll seconded to authorize the expenditure of \$5,000 for promotional items to include \$635 for fabric posters, \$2,495 for digital media kits, \$185 for table runners, \$1,425 for Go Pros and \$260 for iPad security devices. The motion passed unanimously.**

c. 2019 Website Video Project

Mr. Koons reported that the Task Force has not received written authorization from Visit Florida for the 2019 Website Video Project.

E. Visit Florida Report - Brenna Dacks

Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

1. Fiscal Year 2019-20 Regional Rural Development Grant

Mr. Koons reviewed the proposed list of deliverables and estimated costs for the Fiscal Year 2019-20 Regional Rural Development Grant Project.

2. Unpaid 2018-19 Regional Cooperative Marketing Fees

Mr. Koons stated that all counties had paid their 2018-19 Regional Cooperative Marketing fees with the exception of Alachua County.

G. Other Old Business

2. Updated Task Force Member Contact Information

No updates were made to the Task Force member contact information.

H. Announcements

Task Force members made announcements of interest to the Task Force.

V. NEW BUSINESS

A. Election of Treasurer to Complete Term of Dave Mecusker (through September 30, 2019)

By consensus, the Task Force agreed to defer the election of Treasurer to the February 21, 2019 meeting.

B. Visit Florida Transportation Map

**ACTION: Mr. Sexton moved and Teena Peavey seconded to fund the Visit Florida Transportation Map Task Force advertisement with Task Force funds instead of Fiscal Year 2017-18 Regional Rural Development Grant funds. The motion passed unanimously.**

VI. Leadership Forum: Alachua Audubon Society

Karen Brown, Alachua Audubon made a presentation concerning Alachua Audubon and the economic impact of birding tourism in Alachua County and throughout the state.

VII. Adjournment

The meeting adjourned at 12:23 p.m.

Date and Location of next meeting:

The next meeting is scheduled for 10:00 a.m., February 21, 2019 in Levy County at First Methodist Church in Williston, Florida.

  
Dawn Taylor, Chair

2/21/19  
Date

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