

Fellowship Hall at First Methodist Church
213 West Noble Avenue, Williston, FL
Levy County

February 21, 2019
10:00 a.m.

MEMBERS PRESENT

Ron Gromoll, Alachua County
Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Mariela Garcia-Rendon, Hamilton County
Susan Ramsey, Hamilton County
Katrina Richardson, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
Dale Walker, Union County

MEMBERS ABSENT

Daniel Riddick, Bradford County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Lee Deen, Gilchrist County
Patricia Watson, Gilchrist County
Nancy Wideman, Jefferson County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Thomas Herndon, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Roland Loog, Task Force Volunteer
Lois Nevins, By All Means Travel
Catrina Sistrunk, Levy County

STAFF PRESENT

Scott Koons
Roxanna Morales
Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Vice-Chair Will Sexton, called the meeting to order at 10:07 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Vice-Chair Sexton requested approval of the meeting agenda.

ACTION: Katrina Richardson moved and Ron Gromoll seconded to approve the meeting agenda.
The motion passed unanimously.

III. APPROVAL OF THE JANUARY 17, 2019 MINUTES

Vice-Chair Sexton asked for approval of the January 17, 2019 meeting minutes.

ACTION: Katrina Richardson moved and Sean Plemons seconded to approve the January 17, 2019 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

- a. Monthly Financial Report Review and Approval
 - 1. December 31, 2018

ACTION: Dale Walker moved and Carol McQueen seconded to approve the December 31, 2018 monthly financial report as circulated. The motion passed unanimously.

2. Marketing Committee Report

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

Katrina Richardson reported that the Marketing Committee met to review the single response received from Jumpen LLC for the 2019 Marketing Project. The Committee determined the proposal to be responsive and the proposer to be responsible, and authorized staff to enter into a contract with Jumpen LLC.

B. Fiscal Year 2017-18 Regional Rural Development Grant

1. Approval of 4th Quarter Report and Reimbursement Submittal Package

ACTION: Ron Gromoll moved and Katrina Richardson seconded to approve the 4th Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

2. Visa Vues

Lauren Yeatter, Senior Planner, reviewed the 4th Quarter Visa Vues report.

C. Fiscal Year 2018-19 Regional Rural Development Grant

1. Website

- a. Attractions Maintenance and Updating
- b. New Places to Go Town Pages

No discussion occurred under this item.

2. e-newsletter

No discussion occurred under this item.

3. Website Blogs

No discussion occurred under this item.

4. Ultimate Bicycle Guide Reprint

No discussion occurred under this item.

5. Domestic Travel Shows

- a. Bike Expo New York
- b. Midwest Mountaineering Spring Expo

Ms. Yeatter reported that the Task Force is registered for Bike Expo New York and the Midwest Mountaineering Spring Expo.

6. Advertising Campaign

- a. Digital Marketing
- b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)
- c. VISIT FLORIDA Retargeting Campaign

Ms. Yeatter reviewed the recently published Dixie, Gilchrist, Jefferson, Levy and Taylor Counties and a combined Gilchrist County/Taylor County cooperative advertisement UnDiscovered Florida.

7. Brochure Distribution

No discussion occurred under this item.

8. Scholarships

- a. Southeast Tourism Society Marketing College

Vice-Chair Sexton reported Paula Vann will not be able to attend Marketing College this year and recommended that Charissa Setzer receive a scholarship to attend as a second-year student.

ACTION: Katrina Richardson moved and Sean Plemons seconded to award Charissa Setzer a Task Force Marketing College Scholarship and to authorize a letter of support to be signed by the Chair for a Southeast Tourism Society Marketing College Scholarship application submitted by Mariela Garcia-Rendon. The motion passed unanimously.

- b. Florida Governor's Tourism College

9. Professional Organization Memberships

No discussion occurred 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

No discussion occurred under this item.

c. 2019 Website Video Project

Ms. Yeatter reported that the Task Force has not yet received written authorization from VISIT FLORIDA for the 2019 Website Video Project.

d. Boot Dusseldorf Show Report

Roland Loog reported on this show.

e. Atlanta Camping & RV Show Report

Donna Creamer reported on this show.

f. Nashville RV Supershow Report

Katrina Richardson reported on this show.

g. New York Times Travel Show Report

Donna Creamer reported on this show.

h. London Times Destination Show Report

Donna Creamer reported on this show.

i. Houston RV Show Report

Phyllis Williams reported on this show.

j. Chicago RV and Camping Show Report

Sean Plemons reported on this show.

k. Boston Travel and Adventure Show Report

Katrina Richardson reported on this show.

1. F.r.e.e. Messe Munich Show Report

Donna Creamer reported that Tommy Thompson and Steve Dopp were currently attending this show.

E. VISIT FLORIDA Report - Brenna Dacks

Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

1. Senate Bill 596

Scott Koons, Executive Director, reported on Senate Bill 596 concerning the Regional Rural Development Grant Program.

2. Fiscal Year 2019-20 Regional Rural Development Grant

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

3. Unpaid 2018-19 Regional Cooperative Marketing Fees

Ms. Yeatter 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

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)

ACTION: Carol McQueen moved and Katrina Richardson seconded to elect Susan Ramsey as Treasurer for the remainder of the term ending September 30, 2019. The motion passed unanimously.

VI. Leadership Forum: Commissioner John Meeks, Levy County

Commissioner Meeks made a presentation concerning tourism in Levy County.

VII. Adjournment

The meeting adjourned at 12:33 p.m.

Date and Location of next meeting:

The next meeting is scheduled for 10:00 a.m., March 21, 2019 in Taylor County at location to be determined.


Dawn Taylor, Chair

3/21/19
Date

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