

Perry-Taylor County Chamber of Commerce
428 North Jefferson Street, Perry, FL
Taylor County

March 21, 2019
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Mariela Garcia-Rendon, 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
Dawn Taylor, Taylor County, Chair
Dale Walker, Union County
Thomas Herndon, Wakulla County

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
Susan Ramsey, Hamilton County
Nancy Wideman, Jefferson County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Rita Doop, Task Force Volunteer
Steve Dopp, Task Force Volunteer
Roland Loog, Task Force Volunteer
Lois Nevins, By All Means Travel
Catrina Sistrunk, Levy County
Tourist Development Council

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor, called the meeting to order at 10:04 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

ACTION: **Katrina Richardson moved and Tisha Whitehurst seconded to approve the meeting agenda. The motion passed unanimously.**

III. APPROVAL OF THE FEBRUARY 21, 2019 MINUTES

Chair Taylor asked for approval of the February 21, 2019 meeting minutes.

ACTION: Katrina Richardson moved and Mariela Garcia-Rendon seconded to approve the February 21, 2019 minutes as amended to reflect Task Force approval to reimburse Steven Dopp, Task Force Volunteer, for shipping costs to return brochures from the Boston Travel and Adventure Show. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval

1. January 31, 2019

ACTION: Katrina Richardson moved and Phyllis Williams seconded to approve the January 31, 2019 monthly financial report as circulated. The motion passed unanimously.

B. Fiscal Year 2017-18 Regional Rural Development Grant

1. 2018 Digital Advertising Campaign Report

Lauren Yeatter, Senior Planner reviewed the 2018 Digital Advertising Campaign Report completed by JUMPEM LLC.

C. Fiscal Year 2018-19 Regional Rural Development Grant

1. Website

a. Attractions Maintenance and Updating

b. New Places to Go Town Pages

ACTION: Carol McQueen moved and Trisha Whitehurst seconded to authorize Steven Dopp, Task Force Volunteer, to serve as the volunteer website coordinator for the Visit Natural North Florida website. Following discussion, Ms. McQueen withdrew her motion and Ms. Whitehurst withdrew her second.

2. e-newsletter

Ms. Yeatter reported that the spring e-newsletter would be distributed by the end of March 2019.

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

No discussion occurred under this item.

6. Advertising Campaign

a. Digital Marketing

b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)

c. VISIT FLORIDA Retargeting Campaign

No discussion occurred under this item.

7. Brochure Distribution

No discussion occurred under this item.

8. Scholarships

a. Southeast Tourism Society Marketing College

Chair Taylor recommended that the Task Force award a partial scholarship to pay the costs for the Festivals and Events Class and jump drive for the Southeast Tourism Society Marketing College, and mileage and per diem expenses for Mariela Garcia-Rendon.

ACTION:

Katrina Richardson moved and Thomas Herndon seconded to award a partial scholarship to pay the costs for the Festivals and Events Class and jump drive for the Southeast Tourism Society Marketing College, and mileage and per diem expenses for Mariela Garcia-Rendon. The motion passed unanimously.

b. Florida Governor's Tourism College

9. Professional Organization Memberships

Ms. McQueen moved and Ms. Richardson seconded to consider an amendment to the Fiscal Year 2018-19 Regional Rural Development Grant budget to add additional funds to the professional organization memberships deliverable at the next Task Force meeting.

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. Ms. Creamer stated that the Ottawa Travel and Adventure Show had been cancelled, but will be replaced with the Ottawa Travel and Adventure Show.

b. Promotional Items

No discussion occurred under this item.

c. 2019 Website Video Project

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

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

Tommy Thompson and Steven Dopp reported on this show.

e. Toronto Outdoor Adventure Show

Donna Creamer reported on this show.

f. Canoecopia

Tommy Thompson and Russ McCallister reported on this show.

g. Philadelphia Travel and Adventure Show

Donna Creamer reported on this show.

h. Washington DC Travel and Adventure Show

Katrina Richardson reported on this show.

i. Ottawa Travel and Vacation Show

Donna Creamer reported on this show.

E. VISIT FLORIDA Report - Brenna Dacks

Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

1. Senate Bill 596/House Bill 671

Lauren Yeatter, reported on Senate Bill 596/House Bill 671 concerning the Regional Rural Development Grant Program.

2. Fiscal Year 2018-19 Regional Cooperative Marketing Fees

Ms. Yeatter stated that all counties had paid their 2018-19 Regional Cooperative Marketing fees.

G. Other Old Business

1. 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

VI. Leadership Forum: Taylor County Reef Association
Presented by Victor Blanco,
Taylor County Extension Agent

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., April 18, 2019 in Jefferson County at Florida Georgia Citrus.

The meeting adjourned at 12:55 p.m.


Dawn Taylor, Chair

4/18/19
Date

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