

Florida Georgia Citrus
5314 Boston, Highway, Monticello, FL
Jefferson County

April 18, 2019
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Mariela Garcia-Rendon, Hamilton County
Susan Ramsey, Hamilton County, Treasurer
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Craig Colton, Lafayette County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
Dawn Taylor, Taylor County, Chair
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Roland Loog, Task Force Volunteer
Lois Nevins, By All Means Travel

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Lee Deen, Gilchrist County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Teena Peavey, Suwannee County
Dale Walker, Union County

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. Leadership Forum speaker, Kim Jones, owner of Florida Georgia Citrus made a presentation concerning Florida Georgia Citrus.

II. APPROVAL OF THE AGENDA

Chair Taylor requested an item be added to the agenda, the FY 2018-19 Regional Rural Development Grant First Quarter Deliverables Report and Reimbursement request. Chair Taylor requested approval of the meeting agenda, as amended.

ACTION: Nancy Wideman moved and Sean Plemons seconded to approve the meeting agenda, as amended. The motion passed unanimously.

III. APPROVAL OF THE MARCH 21, 2019 MINUTES

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

ACTION: Katrina Richardson moved and Nancy Wideman seconded to approve the March 21, 2019 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval

1. February 28, 2019

ACTION: Nancy Wideman moved and Katrina Richardson seconded to approve the February 28, 2019 monthly financial report as circulated. The motion passed unanimously.

B. FY 2018-19 Regional Rural Development Grant First Quarter Deliverables Report and Reimbursement request

Lauren Yeatter, Senior Planner reviewed the FY 2018-19 Regional Rural Development Grant First Quarter Deliverables Report and Reimbursement request.

ACTION: Nancy Wideman moved and Phyllis Williams seconded to approve the FY 2018-19 Regional Rural Development Grant First Quarter Deliverables Report and Reimbursement request as presented. The motion passed unanimously.

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

Lauren Yeatter, Senior Planner, reported that the spring e-newsletter was distributed on April 1, 2019. Ms. Creamer mentioned that "Nature is Our Theme Park" should be included on the newsletter and website

3. Website Blogs

Ms. Yeatter reported that Tommy Thompson continues to create new blogs. Chair Taylor asked that the Task Force receive an email when new blogs are posted so that the new blogs may be shared on social media.

4. Ultimate Bicycle Guide Reprint

Chair Taylor appointed Mr. Colton, Ms. Creamer, Ms. Garcia-Herndon, Mr. Herndon, Mr. Loog, and Ms. Richardson to the Bicycle Guide Committee, with Mr. Loog serving as Chair of the Committee.

5. Domestic Travel Shows

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

Ms. Creamer reported on preparation for these shows.

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

Ms. Yeatter reported that an annual contract has been entered with CTM Media Group.

8. Scholarships

- a. Southeast Tourism Society Marketing College
- b. Florida Governor's Tourism Conference

No discussion occurred under this item.

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.

Chair Taylor discussed continuing the service Ms. Creamer as Trade Show Coordinator for the Fiscal Year 2019-20 Travel Show Partnership Program with VISIT FLORIDA subject to VISIT FLORIDA providing funding for the program.

ACTION: Sandy Beach moved and Katrina Richardson seconded to enter into a contract with Donna Creamer to serve as Trade Show Coordinator for the Fiscal Year 2019-20 Travel Show Partnership Program with VISIT FLORIDA at a cost of \$1,100 per show, subject to VISIT FLORIDA providing funding for the program. The motion passed unanimously.

b. Promotional Items

Chair Taylor and Ms. Creamer discussed the need for giveaway items at trade shows.

c. 2019 Website Video Project

No discussion occurred under this item.

d. Ottawa Travel and Vacation Show

Ms. Creamer reported on this show.

E. VISIT FLORIDA Report - Brenna Dacks

Ms. Yeatter reported on the status of VISIT FLORIDA reauthorization.

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.

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: Florida Georgia Citrus
Presented by Kim Jones, Owner

The leadership forum presentation occurred at the beginning of the meeting.

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., June 20, 2019 in Wakulla County at The Lodge at Wakulla Springs.

The meeting adjourned at 11:18 a.m.


Dawn Taylor, Chair

6/20/19
Date

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