

The Lodge at Wakulla Springs
550 Wakulla Park Drive, Wakulla Springs, FL
Wakulla County

June 20, 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
David Ward, Jefferson County
Katrina Richardson, Jefferson County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
Dawn Taylor, Taylor County, Chair
Natalie Knowles, Wakulla County
Thomas Herndon, Wakulla County

OTHERS PRESENT

Savanna Barry, University of Florida
Institute of Food and Agricultural Sciences
Donna Creamer, Task Force
Travel Show Coordinator
Rita Dopp, Task Force Volunteer
Steve Dopp, Task Force Volunteer
Michelle Laxton, The Lodge at Wakulla Springs
Roland Loog, Task Force Volunteer
Lois Nevins, By All Means Travel
Amber O'Connell, VISIT FLORIDA
Tommy Thompson, Two Tree, Inc.

MEMBERS ABSENT

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

STAFF PRESENT

Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor, called the meeting to order at 10:03 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda, as presented.

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

III. APPROVAL OF THE APRIL 18, 2019 MINUTES

Chair Taylor asked for approval of the April 18, 2019 meeting minutes.

ACTION: Patricia Watson moved and Mariela Garcia-Rendon seconded to approve the April 18, 2019 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Treasurer Election

ACTION: Mariela Garcia-Rendon moved and Phyllis Williams seconded to elect Ron Gromoll as Treasurer for the 2019-2021 term. The motion passed unanimously.

2. Finance Committee Report

a. Monthly Financial Reports Review and Approval

1. March 31, 2019 and April 30, 2019

No action was taken on this item.

3. Bicycle Guide Committee Report

Roland Loog reported that the Committee met on June 19, 2019 to discuss updates to the Bicycle Guide.

B. Fiscal Year 2018-19 Regional Rural Development Grant

1. Website

ACTION: Patricia Watson moved and Paula Vann seconded to terminate without cause the website update agreement between The Original Florida Tourism Task Force and Steven Dopp, and to compensate Mr. Dopp for work completed to the termination date. The motion passed unanimously.

2. e-newsletter

Lauren Yeatter, Senior Planner, reported that the summer e-newsletter will be distributed by the end of June 2019.

3. Website Blogs

Ms. Yeatter reported that Nancy Moreland had completed four blogs. Tommy Thompson discussed ideas for future blogs.

4. Ultimate Bicycle Guide Reprint

5. Domestic Travel Shows

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

Ms. Creamer and Mr. Thompson reported on these shows.

6. Advertising Campaign

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

Ms. Yeatter circulated a copy of the new Florida Transportation Map containing the Task Force advertisement.

7. Brochure Distribution

No discussion occurred under this item.

8. Scholarships

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

Attendees of the Marketing College discussed their experiences.

9. Professional Organization Memberships

No discussion occurred under this item.

C. VISIT FLORIDA Grants

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

- a. Website Video Project
- b. Final Reimbursement Request

Ms. Yeatter reported that the final reimbursement request and supplemental documentation was submitted to VISIT FLORIDA on June 5, 2019.

D. VISIT FLORIDA Report - Amber O'Connell

Amber O'Connell presented the VISIT FLORIDA monthly report.

E. Staff Items

1. Senate Bill 596/House Bill 671

Lauren Yeatter, reported that neither Senate Bill 596 nor House Bill 671 concerning the Regional Rural Development Grant Program were passed by the Legislature.

F. Other Old Business

1. Updated Task Force Member Contact Information

Updates were made to the Task Force member contact information.

G. Announcements

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

V. New Business

VI. Leadership Forum: The Lodge at Wakulla Springs
presented by Michelle Laxton, Director of Sales

Characterizing your Fishing Audience
presented by Savanna Barry, Ph.D., Regional Specialized Agent

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., July 18, 2019 in Bradford County at a place to be determined.

The meeting adjourned at 11:48 a.m.


Dawn Taylor, Chair

7/18/19
Date

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