

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

July 18, 2019
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Patricia Watson, Gilchrist 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
Teena Peavey, Suwannee 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
Rod Butler, Columbia County
Russ McCallister, Dixie County
Lee Deen, Gilchrist County
Natalie Knowles, Wakulla County
David Ward, Jefferson County
Sandy Beach, Taylor County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Roland Loog, Task Force Volunteer
Sharon Lattinille, Alachua Citizen
Danah Heye, Madden Media
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Lauren Yeatter
Roxanna Morales

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor, called the meeting to order at 10:00 a.m. and called for introductions.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE JUNE 20, 2019 MINUTES

Chair Taylor asked for approval of the June 20, 2019 meeting minutes.

ACTION: Paula Vann moved and Sean Plemons seconded to approve the June 20, 2019 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Reports Review and Approval

1. March 31, 2019, April 30, 2019 and May 31, 2019

ACTION: Carol McQueen moved and Will Sexton seconded to approve the March 31, 2019, April 30, 2019 and May 31, 2019 monthly financial reports as presented. The motion passed unanimously.

2. Bicycle Guide Committee Report

Roland Loog presented the Bicycle Guide Committee report.

3. Marketing Committee Report

Paula Vann presented the Marketing Committee report.

4. Nominating Committee

Chair Taylor appointed Craig Colton, Roland Loog, Katrina Richardson, and Phyllis Williams to the Nominating Committee, with Phyllis Williams serving as Committee Chair.

B. Fiscal Year 2018-19 Regional Rural Development Grant

1. Website

a. Attractions Maintenance and Updating

b. New Places to Go Town Pages

2. E-Newsletter

3. Website Blogs

4. Ultimate Bicycle Guide Reprint

5. Domestic Travel Shows

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

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to add the 2019 Georgia RV and Camper Show to the Domestic Travel Shows, with Roland Loog and Chair Taylor to attend. The motion passed unanimously.

- 6. Advertising Campaign
 - a. Digital Marketing
 - b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)

ACTION: Patricia Watson moved and Katrina Richardson seconded to place a full page advertisement in the VISIT FLORIDA 2020 Travel Planner with Columbia, Gilchrist, Jefferson, Levy, Madison and Taylor Counties participating as co-op advertisers. The motion passed unanimously.

ACTION: Katrina Richardson moved and Tisha Whitehurst seconded to place a \$10,000 full panel advertisement in the VISIT FLORIDA 2020 Transportation Map. The motion passed unanimously.

- c. VISIT FLORIDA Retargeting Campaign

Danah Heye, Director, Business Development for Madden Media discussed the VISIT FLORIDA Retargeting Campaign and Google Analytics.

- 7. Brochure Distribution

No discussion occurred under this item.

- 8. Scholarships
 - a. Southeast Tourism Society Marketing College
 - b. Florida Governor's Tourism Conference
- 9. Professional Organization Memberships

ACTION: Paula Vann moved and Katrina Richardson seconded to move \$1,400 from the international professional organization membership to pay for a Mailchimp membership subscription for e-newsletter distribution. The motion passed unanimously.

C. VISIT FLORIDA Grants

1. VISIT FLORIDA - North Central Florida Fiscal Year 2018-19
Rural Area of Opportunity Partnership Program
 - a. Final Reimbursement Request
2. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20

D. VISIT FLORIDA Report

1. Monthly Report
Brenna Dacks, VISIT FLORIDA, Regional Partnership Manager, presented the VISIT FLORIDA report.

E. Staff Items - None

F. Other Old Business

1. Updated Task Force Member Contact Information

G. Announcements

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

V. New Business

VI. Leadership Forum: None

VII. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., August 15, 2019 in Lafayette County at a place to be determined.

The meeting adjourned at 11:50 a.m.


Dawn Taylor, Chair

8/15/19
Date

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