

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Suwannee River Rendezvous Resort and Campground
828 NE Primrose Road, Mayo, FL
Lafayette County

August 15, 2019
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Russ McCallister, Dixie 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
Charissa Setzer, Suwannee County
Dawn Taylor, Taylor County, Chair
Thomas Herndon, Wakulla County

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Lee Deen, Gilchrist County
Teena Peavey, Suwannee County
Natalie Knowles, Wakulla County
David Ward, Jefferson County
Sandy Beach, Taylor County
Dale Walker, Union County

OTHERS PRESENT

Anthony Adams, Lafayette County
Board of County Commissioners
Donna Creamer, Task Force
Travel Show Coordinator
Roland Loog, Task Force Volunteer
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

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. Leadership Forum speaker, Honorable Anthony Adams, Lafayette County Board of County Commissioners, welcomed the Task Force and discussed the natural features in Lafayette County that attract tourists.

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 JULY 18, 2019 MINUTES

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

ACTION: Tisha Whitehurst moved and Charissa Setzer seconded to approve the July 18, 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. June 30, 2019

ACTION: Katrina Richardson moved and Phyllis Williams seconded to approve the June 30, 2019 monthly financial report as presented. The motion passed unanimously.

2. Bicycle Guide Committee Report

The Bicycle Guide Committee will meet on September 9, 2019 at 2:30 p.m. at the Visit Columbia Office in Lake City.

3. Marketing Committee Report

The Marketing Committee will meet on September 9, 2019 at 2:00 p.m. at the Visit Columbia Office in Lake City.

4. Nominating Committee

The Nominating Committee will meet on September 19, 2019 at 9:30 a.m. at the VISIT FLORIDA Office.

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

Tommy Thompson reported on new blogs. Katrina Richardson 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
5. Domestic Travel Shows
 - a. Georgia RV and Camper Show
Ms. Creamer reported on preparation for the show.
6. Advertising Campaign
 - a. Digital Marketing
 - b. Print Advertising (UnDiscovered Florida, Florida Travel Planner, Florida Transportation Map)
 - c. VISIT FLORIDA Retargeting Campaign
7. Brochure Distribution
8. Scholarships
 - a. Southeast Tourism Society Marketing College
 - b. Florida Governor's Tourism Conference
9. Professional Organization Memberships
10. 2nd Quarter Reimbursement

Lauren Yeatter, Senior Planner reviewed the FY 2018-19 Regional Rural Development Grant 2nd Quarter Deliverables Report and Reimbursement request.

ACTION: Tisha Whitehurst moved and Pat Watson seconded to approve the FY 2018-19 Regional Rural Development Grant 2nd Quarter Deliverables Report and Reimbursement request as presented. 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

ACTION: Carole McQueen moved and Paula Vann seconded to have Katrina Richardson invite the Governor to the October 2019 meeting. The motion passed unanimously.

D. VISIT FLORIDA Report

1. Monthly Report
Brenna Dacks, VISIT FLORIDA, Regional Partnership Manager, emailed a monthly VISIT FLORIDA report to be distributed at the meeting.

E. Staff Items

1. University of Florida
College of Health and Human Performance
Internship and Job Fair - September 17, 2019

ACTION: Pat Watson moved and Craig Colton seconded to authorize staff to register for the University of Florida College of Health and Human Performance Internship and Job Fair on September 17, 2019. The motion passed unanimously.

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: Honorable Anthony Adams,
Lafayette County Board of County Commissioners

The leadership forum presentation occurred at the beginning of the meeting. Host Craig Colton discussed the many features and activities available at the Suwannee River Rendezvous Resort and Campground.

VII. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., September 19, 2019 at the VISIT FLORIDA office in Tallahassee.

The meeting adjourned at 11:32 a.m.


Dawn Taylor-Perez, Chair

9/19/19
Date

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