

MINUTES OF  
*The Original Florida*  
TOURISM TASK FORCE

VISIT FLORIDA Office  
2540 West Executive Center Circle, Suite 200  
Tallahassee, FL

September 19, 2019  
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County  
Craig Colton, Lafayette County  
Carol McQueen, Levy County  
Jackie Blount, Madison County  
Phyllis Williams, Madison County  
Charissa Setzer, Suwannee County  
Dawn Taylor-Perez, Taylor County, Chair  
Thomas Herndon, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA  
Nancy Moreland, Convey More  
Lois Nevins, By All Means Travel

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Paula Vann, Columbia County  
Rod Butler, Columbia County  
Lee Deen, Gilchrist County  
David Ward, Jefferson County  
Tisha Whitehurst, Levy County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County  
Dale Walker, Union County  
Natalie Knowles, Wakulla 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 10:08 a.m.

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 AUGUST 15, 2019 MINUTES

Chair Taylor asked for approval of the August 15, 2019 meeting minutes.

**ACTION:** Katrina Richardson moved and Carol McQueen seconded to approve the August 15, 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. July 31, 2019

**ACTION:** Phyllis Williams moved and Craig Colton seconded to approve the July 31, 2019 monthly financial report as presented. The motion passed unanimously.

##### b. Adoption of Fiscal Year 2019-20 Budget

**ACTION:** Katrina Richardson moved and Patricia Watson seconded to approve the Fiscal Year 2019-20 Budget as revised to delete \$12,000 for six New County/Town Website Videos. The motion passed unanimously.

##### 2. Nominating Committee Report

Phyllis Williams, Chair of the Nominating Committee presented the Committee's recommended slate of officers for the term of October 2019 to September 2021:

Chair: Dawn Taylor-Perez

Vice Chair: William Sexton

Secretary/Treasurer: Katrina Richardson

**ACTION:** Carol McQueen moved and Sean Plemons seconded to approve the slate of officers as presented by the Nominating Committee. The motion passed unanimously.

##### 3. Bicycle Guide Committee Report

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

##### 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

Lauren Yeatter, Senior Planner reported that the Fall Newsletter will be emailed by the end of September 2019.

3. Website Blogs

Nancy Moreland reported that blogs on Williston, High Springs and White Springs will be completed soon.

4. Ultimate Bicycle Guide Reprint

5. Domestic Travel Shows

a. Georgia RV and Camper Show

Donna Creamer reported on the show.

6. Advertising Campaign

a. Digital Marketing

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

Brenna Dacks reminded the Task Force that the advertisement for the 2020 Transportation Map is due October 3, 2019.

c. VISIT FLORIDA Retargeting Campaign

Lauren Yeatter reported that the Retargeting Campaign will begin after the Madden Group finalizes graphics.

7. Brochure Distribution

8. Scholarships

a. Florida Governor's Tourism Conference

9. Professional Organization Memberships

C. VISIT FLORIDA Grants

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

a. Final Reimbursement Request

Lauren Yeatter reported that the Task Force has not yet received payment for the final reimbursement request.

2. VISIT FLORIDA - North Central Florida Fiscal Year 2019-20

D. VISIT FLORIDA Report

1. Monthly Report

Brenna Dacks presented the VISIT FLORIDA monthly report.

E. Staff Items

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. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., October 17, 2019 in Gilchrist County at a location to be determined.

**The meeting adjourned at 10:56 a.m.**

  
Dawn Taylor-Perez, Chair

10/17/19  
Date

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