

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Halpatter Brewing Company Event Space
264 NE Hernando Avenue, Lake City, FL
Columbia County

November 21, 2019
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Rod Butler, Columbia County
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County, Treasurer
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Charissa Setzer, Suwannee County
Dawn Taylor-Perez, Taylor County, Chair
Dale Walker, Union County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County
Lee Deen, Gilchrist County
Patricia Watson, Gilchrist County
David Ward, Jefferson County
Jackie Blount, Madison County
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Anne Glick, Florida Fish and Wildlife
Conservation Commission
Brenda Graham, Madison County Tourism
Development Council
Lois Nevins, By All Means Travel

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Taylor-Perez, called the meeting to order at 10:05 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE OCTOBER 17, 2019 MINUTES

Chair Taylor-Perez asked for approval of the October 17, 2019 meeting minutes.

ACTION: Carol McQueen moved and Charissa Setzer seconded to approve the October 17, 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 - September 30, 2019

Katrina Richardson presented the Finance Committee report.

ACTION: Phyllis Williams moved and Craig Colton seconded to approve the September 30, 2019 monthly financial report as presented. The motion passed unanimously.

b. Amended Fiscal Year 2018-19 Budget Review and Approval

ACTION: Paula Vann moved and Teena Peavey seconded to approve the Amended Fiscal Year 2018-19 Budget as presented. The motion passed unanimously.

B. Fiscal Year 2018-19 Regional Rural Development Grant

1. Website
2. E-Newsletter
3. Website Blogs
4. Ultimate Bicycle Guide Reprint
5. Domestic Travel Shows
6. Advertising Campaign
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships
10. Approval of Third Quarter Report and Reimbursement Submittal Package

ACTION: Katrina Richardson moved and Will Sexton seconded to approve the Third Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. Fiscal Year 2019-20 Regional Rural Development Grant

1. Deliverables and Costs
2. Scheduled and Travel Show Assignments
3. Authorization to Issue a Request for Proposals for the 2020 Marketing Project and Authorize Marketing Committee to Rank Proposers, and Authorization to Enter into a Contract with Highest-Ranking Proposer

ACTION: Will Sexton moved and Carol McQueen seconded to authorize staff to issue a request for proposals for the 2020 marketing project and authorize the Marketing Committee to rank proposers, and authorize staff to enter into a contract with highest-ranking proposer. The motion passed unanimously.

4. Authorization to Enter into a Contract with Two Tree, Inc. for 2020 Blog Posting on Task Force Website

No action was taken on this item.

5. Authorization to Enter into a Contract with ConveyMore Communications, Inc. for Six Town Blogs
No action was taken on this item.

D. 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, Senior Planner, reported the Task Force has not yet received the final reimbursement payment from VISIT FLORIDA.

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

- a. VISIT FLORIDA FY 2019-20 Rural Area of Opportunity Grant Contract

- b. Adventure Travel Marketing Program

Ms. Yeatter discussed the Adventure Travel Marketing Program.

- c. Schedule and Travel Show Assignments

Donna Creamer, Travel Show Coordinator, discussed the Schedule and Travel Show Assignments.

E. VISIT FLORIDA Report

1. There was no VISIT FLORIDA monthly report.

F. Staff Items

1. Task Force 2020 Meeting Schedule and County Assignments

By consensus, the Task Force approved the Task Force 2020 Meeting Schedule and County Assignments.

2. Fiscal Year 2019-20 County Regional Marketing Fees

Ms. Yeatter reported that invoices have been sent to each County for the Fiscal Year 2019-20 County Regional Marketing Fees.

3. Regional Rural Development Grant Proposed Legislation - Senate Bill 426

Ms. Yeatter reported on proposed Senate Bill 426.

4. Task Force members discussed ordering promotional items

ACTION: Katrina Richardson moved and Carol McQueen seconded to authorize staff to order whistles and other promotional items. The motion passed unanimously.

G. Other Old Business

1. Updated Task Force Member Contact Information
2. 2019 Meeting Dates and Locations

H. 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., January 16, 2020 in Taylor County at a location to be determined.

The meeting adjourned at 11:36 a.m.


Dawn Perez, Chair

1/16/20
Date

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