

Alachua County Agriculture and Equestrian Center
23100 West Newberry Road, Newberry, FL
Alachua County

February 20, 2020
10:00 a.m.

MEMBERS PRESENT

Sean Plemons, Alachua County
Will Sexton, Bradford County, Vice-Chair
Patricia Watson, Gilchrist County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
Dale Walker, Union County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County
Lee Deen, Gilchrist County
Rod Butler, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Craig Colton, Lafayette County
Teena Peavey, Suwannee County
Dawn Perez, Taylor County, Chair
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Roland Loog, Volunteer
Lois Nevins, By All Means Travel
Tommy Thompson, Two Tree, Inc.

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Vice-Chair Will Sexton, called the meeting to order at 10:16 a.m.

City of High Springs Commissioner and Alachua County Tourism Development Council member Nancy Lavin welcomed everyone and discussed the travel attractions in Alachua County.

II. APPROVAL OF THE AGENDA

Vice-Chair Will Sexton requested approval of the meeting agenda, as amended, to add Fiscal Year 2018-19 Regional Rural Development Grant Fourth Quarter Report and Reimbursement Submittal Package.

ACTION: Dale Walker moved and Tisha Whitehurst seconded to approve the meeting agenda as amended, to add Fiscal Year 2018-19 Regional Rural Development Grant Fourth Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

III. APPROVAL OF THE NOVEMBER 21, 2019 MINUTES

Vice-Chair Will Sexton asked for approval of the November 21, 2019 meeting minutes.

ACTION: Dale Walker moved and Tisha Whitehurst seconded to approve the November 21, 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 - October 31, 2019
November 30, 2019 and December 31, 2019

ACTION: Carol McQueen moved and Phyllis Williams seconded to approve the October 31, 2019 November 30, 2019 and December 31, 2019 monthly financial reports 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 Fourth Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Dale Walker seconded to approve the Fourth Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. Fiscal Year 2019-20 Regional Rural Development Grant

1. Website
2. E-Newsletter
3. Website Blogs

ACTION: Patricia Watson moved and Carol McQueen seconded to authorize staff to enter into an agreement with Two Tree, Inc. for travel blogs in an amount not to exceed \$5,100.. The motion passed unanimously.

4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

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.

ACTION: Carol McQueen moved and Patricia Watson seconded to have Dawn Perez, Katrina Richardson, Donna Creamer, and Lauren Yeatter attend the 2020 Adventure Elevate Conference in Eugene, Oregon. The motion passed unanimously.

- c. Schedule and Travel Show Assignments

Donna Creamer, Travel Show Coordinator, discussed the Atlanta Camping & RV Show, New York Times Travel Show, Houston RV Show, and Chicago RV & Camping Show recently attended by Task Force members and representatives.

E. VISIT FLORIDA Report

1. There was no VISIT FLORIDA monthly report.

F. Staff Items

1. Regional Rural Development Grant Proposed Legislation -
Senate Bill 426/House Bill 1139

Ms. Yeatter reported on Senate Bill 426/House Bill 1139.

2. VISIT FLORIDA Reauthorization - Senate Bill 362/ House Bill 213

Ms. Yeatter reported on VISIT FLORIDA Reauthorization - Senate Bill 362/ House Bill 213.

G. Other Old Business

1. Updated Task Force Member Contact Information
2. 2020 Meeting Dates and Locations

H. Announcements

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

V. New Business

VI. Leadership Forum: Tour of Alachua County Agriculture and Equestrian Center

The Task Force recessed for a tour of the Alachua County Agriculture and Equestrian Center.

VII. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., March 19, 2020 in Dixie County at a location to be determined.

The meeting adjourned at 12:46 p.m.


Dawn Perez, Chair

5/21/20
Date

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