

Virtual Public Meeting
Via Communications Media Technology
Alachua County

May 21, 2020
Thursday, 10:00 a.m.

MEMBERS PRESENT

Alden Rosner, Columbia County
Paula Vann, Columbia County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
Craig Colton, Lafayette County
Carol McQueen, Levy County
Charissa Setzer, Suwannee County
Dawn Perez Taylor, Taylor County, Chair
Dale Walker, Union County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

MEMBERS ABSENT

Sean Plemons, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Lee Deen, Gilchrist County
Russ McCallister, Dixie County
David Ward, Jefferson County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County

STAFF PRESENT

Scott Koons
Lauren Yeatter

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Kay McCallister, Dixie County
Bill Richards, Paddle Florida

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Chair Dawn Perez Taylor, called the meeting to order at 10:03 a.m.

II. APPROVAL OF THE AGENDA

Chair Dawn Perez Taylor requested approval of the meeting agenda, as amended, to add a presentation from Bill Richards of Paddle Florida.

ACTION: Carol McQueen moved and Katrina Richardson seconded to approve the meeting agenda as amended, to add a presentation from Bill Richards of Paddle Florida.

III. APPROVAL OF THE FEBRUARY 20, 2020 MINUTES

Chair Dawn Perez Taylor asked for approval of the February 20, 2020 meeting minutes.

ACTION: Dale Walker moved and Katrina Richardson seconded to approve the February 20, 2020 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) January 31, 2020
 - (2) February 29, 2020
 - (3) March 31, 2020

ACTION: Patricia Watson moved and Carol McQueen seconded to approve the January 31, 2020, February 29, 2020 and March 31, 2020 monthly financial reports as presented. The motion passed unanimously.

B. Fiscal Year 2019-20 Regional Rural Development Grant

1. Website
2. E-Newsletter
3. Website Blogs
4. Ultimate Bicycle Guide Reprint
5. Domestic Travel Shows

Donna Creamer, Travel Show Coordinator, discussed the Atlanta Travel and Adventure Show recently attended by a Task Force representative and the cancelled Philadelphia Travel and Adventure.

6. Advertising Campaign
7. Brochure Distribution
8. Scholarships

Lauren Yeatter, Senior Planner, discussed scholarship opportunities for the 2020 Southeast Tourism Society Marketing College to be held July 27, 2020 to July 31, 2020 in Macon, GA. Ms. Yeatter stated that she would solicit Task Force member interest in scholarships via an email request.

9. Professional Organization Memberships
10. Approval of First Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Dale Walker seconded to approve the First Quarter Report and Reimbursement Submittal Package. 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

Ms. Yeatter reported the Task Force has received the final reimbursement payment from VISIT FLORIDA.

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

- a. Adventure Travel Marketing Program
- b. Travel Show Reports

Donna Creamer, Travel Show Coordinator, discussed the Toronto Outdoor Adventure Show and the Washington, D.C. Travel and Adventure Show recently attended by Task Force members and representatives.

E. VISIT FLORIDA Report

- 1. Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

- 1. Regional Rural Development Grant Proposed Legislation - Senate Bill 426/House Bill 1139
- 2. VISIT FLORIDA Reauthorization - Senate Bill 362/ House Bill 213

Ms. Yeatter reported on Senate Bill 426/House Bill 1139 and VISIT FLORIDA Reauthorization - Senate Bill 362/ House Bill 213.

- 3. Visit Natural North Florida Slogan

Task Force members discussed the Visit Natural North Florida Slogan.

- 4. Fiscal Year 2020-21 Regional Cooperative Marketing Fee

Task Force members requested staff to place Fiscal Year 2020-21 Regional Cooperative Marketing Fee on the agenda for further discussion at the next meeting.

- 5. Paddle Florida Presentation

Bill Richards of Paddle Florida requested sponsorship funding from Visit Natural North Florida for paddle events in the region. The Task Force took no action on the request.

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: None

VII. Adjournment

Date and Location of next meeting

The next meeting is scheduled for 10:00 a.m., June 21, 2020 in Columbia County at a location to be determined.

The meeting adjourned at 11:15 a.m.


Dawn Perez Taylor, Chair

6/18/20
Date

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