

Virtual Public Meeting
Via Communications Media Technology
Voluntary In-Person Attendance at
Coaches' Building at Southside Sports Complex
1963 SW Bascom Norris Drive, Lake City, FL
Columbia County

June 18, 2020
Thursday, 10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Alden Rosner, Columbia County
Patricia Watson, Gilchrist County
Lee Deen, Gilchrist County
Craig Colton, Lafayette County
Tisha Whitehurst, Levy County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County, Chair
Dale Walker, Union County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

STAFF PRESENT

Scott Koons
Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Jackie Blount, Madison County
Teena Peavey, Suwannee County
Sandy Beach, Taylor County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Anne Glick, Florida Fish and Wildlife
Conservation Commission
Ron Gromoll, Alachua County
Sean Plemons, Alachua County
Tommy Thompson, Blogger

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

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

ACTION: Dale Walker moved and Phyllis Williams seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE MAY 21, 2020 MINUTES

Chair Perez asked for approval of the May 21, 2020 meeting minutes.

ACTION: Patricia Watson moved and Dale Walker seconded to approve the May 21, 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 - April 30, 2020

ACTION: Patricia Watson moved and Carol McQueen seconded to approve the April 30, 2020 monthly financial report as presented. The motion passed unanimously.

B. Fiscal Year 2019-20 Regional Rural Development Grant

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

Task Force members discussed adding a disclaimer to the website regarding closures of parks and cancellation of events.

4. Ultimate Bicycle Guide Reprint
5. Domestic Travel Shows

Donna Creamer, Travel Show Coordinator, discussed potential travel show attendance for the 2020-21 Travel Show Season.

6. Advertising Campaign
7. Brochure Distribution
8. Scholarships

Lauren Yeatter, Senior Planner, notified the Task Force that registration for Task Force members attending Marketing College to be held July 26-31, 2020 at Mercer College in Macon, GA had been completed by staff.

9. Professional Organization Memberships

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

1. Travel Show Reimbursement Request

Lauren Yeatter stated that the travel show reimbursement request had been submitted to VISIT FLORIDA.

2. Domestic Press Tour - Travel Blog

Lauren Yeatter informed the Task Force that the Task Force partnership with VISIT FLORIDA will be bring YTravel, a travel blogging family, to the region June 22-29, 2020.

D. VISIT FLORIDA Report

1. Brenna Dacks presented the VISIT FLORIDA monthly report.

E. Staff Items

1. Fiscal Year 2020-21 Regional Cooperative Marketing Fee

F. Other Old Business

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

G. 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., July 16, 2020 in Suwannee County at a location to be determined.

The meeting adjourned at 10:54 a.m.


Dawn V. Perez, Chair

Date 7/16/20

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