

Virtual Public Meeting  
Via Communications Media Technology  
Voluntary In-Person Attendance at  
The Spirit of the Suwannee Music Park Grand Hall  
3076 95th Drive, Live Oak, FL 32060  
Suwannee County

July 16, 2020  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair  
Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Lee Deen, Gilchrist County  
Katrina Richardson, Jefferson County, Treasurer  
Craig Colton, Lafayette County  
Tisha Whitehurst, Levy County  
Carol McQueen, Levy County  
Jackie Blount, Madison County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County Charissa Setzer,  
Suwannee County  
Dale Walker, Union County  
Thomas Herndon, Wakulla County  
Natalie Knowles, Wakulla County

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
David Ward, Jefferson County  
Sandy Beach, Taylor County  
Dawn Perez, Taylor County, Chair

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA  
Ron Gromoll, Alachua County  
Tommy Thompson, Blogger  
Frank Davis, Mayor, Live Oak  
Jimmy Norris, Suwannee County

STAFF PRESENT

Scott Koons  
Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum and in the absence of the Chair and Vice-Chair, Treasurer Katrina Richardson, called the meeting to order at 10:07 a.m.

In the absence of the Chair and Vice-Chair, the following action was taken to elect an Acting Chair for the meeting.

**ACTION:** Carol McQueen moved and Tisha Whitehurst seconded to elect Katrina Richardson as acting Chair for the meeting. The motion passed unanimously.

II. APPROVAL OF THE AGENDA

Acting Chair Richardson requested approval of the meeting agenda, as presented.

**ACTION:** Dale Walker moved and Carol McQueen seconded to approve the meeting agenda as

**presented. The motion passed unanimously.**

### III. APPROVAL OF THE JUNE 18, 2020 MINUTES

Acting Chair Richardson asked for approval of the June 18, 2020 meeting minutes.

**ACTION: Dale Walker moved and Carol McQueen seconded to approve the June 18, 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 - May 31, 2020

**ACTION: Carol McQueen moved and Dale Walker seconded to approve the May 31, 2020 monthly financial report as presented. The motion passed unanimously.**

##### 2. Marketing Committee Report

###### a. Marketing Committee Chair Paula Vann presented the Marketing Committee recommendation to request proposals for printing brochures and bicycle guides using Fiscal Year 2019-20 Florida Department of Economic Opportunity Regional Rural Development Grant funds.

At this time, Vice-Chair Will Sexton joined the meeting.

**ACTION: Carol McQueen moved and Will Sexton seconded to approve the Marketing Committee recommendation as presented. The motion passed unanimously.**

At this time, Vice-Chair Sexton assumed the responsibility of chairing the meeting..

#### B. Fiscal Year 2019-20 Regional Rural Development Grant

##### 1. Website

##### 2. E-Newsletter

Lauren Yeatter, Senior Planner, reported that the Summer newsletter was distributed in June 2020.

##### 3. Website Blogs

Tommy Thompson asked Task Force members to send information about events and RV parks in the region.

##### 4. Ultimate Bicycle Guide Reprint

##### 5. Domestic Travel Shows

Ms. Yeatter discussed reimbursement of airfare for Phyllis Williams for airfare to the cancelled Philadelphia Travel and Adventure Show.

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., August 20, 2020 in Levy County at a location to be determined.

**The meeting adjourned at 11:16 a.m.**

  
\_\_\_\_\_  
Dawn V. Perez, Chair

Date 8/20/20

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



**ACTION: Charissa Setzer moved and Paula Vann seconded for the Task Force reimburse Phyllis Williams for airfare to the cancelled Philadelphia Travel and Adventure Show. The motion passed unanimously.**

6. Advertising Campaign
7. Brochure Distribution

Donna Creamer, Travel Show Coordinator, notified the Task Force that the Suwannee River Water Management District is working on a new Suwannee River Wilderness Trail Map.

8. Scholarships

Ms. Yeatter reported that Marketing College that was scheduled to be held July 26-31, 2020 at Mercer College in Macon, GA has been postponed until December 2020. The alumni course will continue to be offered online on July 30, 2020 and registration was completed for three Task Force members and the Travel Show Coordinator to attend the alumni course.

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

Task Force members discussed having hosted the travel blogging family YTravel during the month of June 2020.

D. VISIT FLORIDA Report

1. Brenna Dacks presented the VISIT FLORIDA monthly report. VISIT FLORIDA marketing campaigns are suspended. The 2020 Florida Governor's Tourism Conference has been cancelled. The targeted marketing program is open for small businesses and organizations.

E. Staff Items

F. Other Old Business

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