

Virtual Public Meeting
Via Communications Media Technology
Voluntary In-Person Attendance at
Williston City Hall
50 NW Main Street, Williston, FL 32696
Levy County

August 20, 2020
Thursday, 10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Alden Rosner, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Teena Peavey, Suwannee County
Dale Walker, Union County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Daniel Riddick, Bradford County
Rod Butler, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
David Ward, Jefferson County
Craig Colton, Lafayette County
Jackie Blount, Madison County
Phyllis Williams, Madison County
Charissa Setzer, Suwannee County
Sandy Beach, Taylor County
Dawn Perez, Taylor County, Chair

OTHERS PRESENT

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

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 10:08 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE JULY 16, 2020 MINUTES

Acting Chair Richardson asked for approval of the July 16, 2020 meeting minutes.

ACTION: Tisha Whitehurst moved and Teena Peavey seconded to approve the July 16, 2020 minutes as revised to report additional Task Force members being present at the meeting. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval - June 30, 2020

ACTION: Tisha Whitehurst moved and Teena Peavey seconded to approve the June 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
4. Ultimate Bicycle Guide Reprint
5. Domestic Travel Shows
6. Advertising Campaign

Lauren Yeatter, Senior Planner, discussed the deadline and cost for participating in the 2021 VISIT FLORIDA Vacation Guide cooperative advertisement.

ACTION: Carol McQueen moved and Tisha Whitehurst seconded that the Task Force pay for half the cost of a full page advertisement in the 2021 VISIT FLORIDA Vacation Guide cooperative advertisement, and participating partners to split the cost of the other half. The motion passed unanimously.

7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships
10. Approval of Second Quarter Report and Reimbursement Submittal Package

ACTION: Tisha Whitehurst moved and Alden Rosner seconded to approve the Fiscal Year 2019-20 Regional Rural Development Grant Second Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. Fiscal Year 2020-21 Regional Rural Development Grant

Ms. Yeatter presented a proposed budget for submittal of the Fiscal Year 2020-21 Regional Rural Development Grant application.

ACTION: Tisha Whitehurst moved and Teena Peavey seconded to approve the Fiscal Year 2020-21 Regional Rural Development Grant proposed budget. The motion passed unanimously.

Vice-Chair Will Sexton joined the meeting at this time.

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

1. Travel Show Reimbursement Request
2. Domestic Press Tour - Travel Blog

It is anticipated that travel blogs and social media posts will be released in the near future.

3. Agreement Amendment - Time Extension

E. VISIT FLORIDA Report

1. Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

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 regular meeting is scheduled for 10:00 a.m., September 17, 2020 in Taylor County at a location to be determined.

The meeting adjourned at 10:56 a.m.


Dawn V. Perez, Chair

Date 9/17/20

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