

Virtual Public Meeting  
Via Communications Media Technology

September 17, 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  
Katrina Richardson, Jefferson County, Treasurer  
Tisha Whitehurst, Levy County  
Jackie Blount, Madison County  
Charissa Setzer, Suwannee County  
Dawn Perez, Taylor County, Chair  
Dale Walker, Union County  
Thomas Herndon, Wakulla County

STAFF PRESENT

Lauren Yeatter  
Scott Koons

MEMBERS ABSENT

Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Lee Deen, Gilchrist County  
Patricia Watson, Gilchrist County  
David Ward, Jefferson County  
Craig Colton, Lafayette County  
Carol McQueen, Levy County  
Phyllis Williams, Madison County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County  
Natalie Knowles, Wakulla 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

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum and in the absence of the Chair, Vice-Chair Will Sexton called the meeting to order at 10:06 a.m.

II. APPROVAL OF THE AGENDA

Vice-Chair Sexton requested approval of the meeting agenda, as presented.

**ACTION:** Dale Walker moved and Tisha Whitehurst seconded to approve the meeting agenda as presented. The motion passed unanimously.

### III. APPROVAL OF THE AUGUST 20, 2020 MINUTES

Vice-Chair Sexton asked for approval of the August 20, 2020 meeting minutes.

**ACTION: Dale Walker moved and Katrina Richardson seconded to approve the August 20, 2020 minutes as presented. The motion passed unanimously.**

### IV. OLD BUSINESS

#### A. Committee Reports

##### 1. Finance Committee Report

##### a. Monthly Financial Report Review and Approval - July 31, 2020

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

##### b. Adoption of Fiscal Year 2020-21 Budget

Chair Dawn Perez joined the meeting at this time.

The Task Force discussed the proposed Fiscal Year 2020-21 Budget.

Chair Dawn Perez left the meeting at this time.

**ACTION: Dale Walker moved and Katrina Richardson seconded to adopt the Fiscal Year 2020-21 Budget 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
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

#### 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.

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

1. Domestic Press Tour - Travel Blog
2. 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., October 15, 2020 in Lafayette County at a location to be determined.

**The meeting adjourned at 11:18 a.m.**

  
Dawn V. Perez, Chair

10/15/20  
Date

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