

Virtual Public Meeting
Via Communications Media Technology

October 15, 2020
Thursday, 10:00 a.m.

MEMBERS PRESENT

Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Will Sexton, Bradford County, Vice-Chair
Alden Rosner, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County, Chair
Teena Peavey, Suwannee County
Dale Walker, Union County
Natalie Knowles, Wakulla County

STAFF PRESENT

Lauren Yeatter
Scott Koons

MEMBERS ABSENT

Brian Avery, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Lee Deen, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Phyllis Williams, Madison County
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Anne Glick, Florida Fish and Wildlife
Conservation Commission
Jessiva Hurov, Visit Gainesville
Amber O'Connell, VISIT FLORIDA
Sean Plemons, Visit Gainesville
Liz Reyes, Visit Gainesville

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:07 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE SEPTEMBER 17, 2020 MINUTES

Chair Perez asked for approval of the September 17, 2020 meeting minutes.

ACTION: Will Sexton moved and Tisha Whitehurst seconded to approve the September 17, 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 - August 31, 2020

ACTION: Dale Walker moved and Jackie Blount seconded to approve the August 31, 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
7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

C. Fiscal Year 2020-21 Regional Rural Development Grant

ACTION: Will Sexton moved and Pat Watson seconded to authorize staff to submit the Fiscal Year 2020-21 Regional Rural Development Grant application to the Florida Department of Economic Opportunity. The motion passed unanimously.

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

1. Agreement Amendment - Time Extension

ACTION: Will Sexton moved and Jackie Blount seconded to approve the extension of the VISIT FLORIDA agreement extending the agreement to December 31, 2020. The motion passed unanimously.

E. VISIT FLORIDA Report

1. Brenna Dacks presented the VISIT FLORIDA monthly report.

F. Staff Items

1. Cooperative Regional Marketing Fee Fiscal Year 2020-21

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., November 19, 2020 in Gilchrist County at a location to be determined.

The meeting adjourned at 10:50 a.m.


Dawn V. Perez, Chair

11/19/20
Date

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