

Otter Springs Park and Campground Lodge
6470 SW 80th Avenue, Trenton, FL
Gilchrist County

November 19, 2020
Thursday, 10:00 a.m.

MEMBERS PRESENT

Alden Rosner, 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
Dale Walker, Union County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Paula Vann, 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
Teena Peavey, Suwannee County
Sandy Beach, Taylor County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:06 a.m.

II. APPROVAL OF THE AGENDA

Chair Perez 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 OCTOBER 15, 2020 MINUTES

Chair Perez asked for approval of the October 15, 2020 meeting minutes.

ACTION: Dale Walker moved and Russ McCallister seconded to approve the October 15, 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 - September 30, 2020

ACTION: Patricia Watson moved and Dale Walker seconded to approve the September 30, 2020 monthly financial report as presented. The motion passed unanimously.

- b. Amended Fiscal Year 2018-19 Budget Review and Approval

ACTION: Tisha Whitehurst moved and Dale Walker seconded to approve the Amended Fiscal Year 2018-19 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

ACTION: Dale Walker moved and Tisha Whitehurst seconded to authorize staff to request written bids for printing Exhilarating! Natural North Florida brochures and Ultimate Bicycle Guides, and to select the lowest bidders, not to exceed \$41,000. The motion passed unanimously.

- 5. Domestic Travel Shows
 - 6. Advertising Campaign
 - 7. Brochure Distribution
 - 8. Scholarships
 - 9. Professional Organization Memberships
 - 10. Approval of Third Quarter Report and Reimbursement Submittal Package

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the Third Quarter Report and Reimbursement Submittal Package as presented. The motion passed unanimously.

- C. Fiscal Year 2020-21 Regional Rural Development Grant

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

- 1. Agreement Amendment - Time Extension

E. VISIT FLORIDA Report

There was not a Visit Florida report presented for this meeting.

F. Staff Items

1. Task Force 2021 Meeting Schedule and County Assignments
2. 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., January 21, 2021 at a location to be determined.

The meeting adjourned at 11:26 a.m.


Dawn V. Perez, Chair

1/21/21
Date

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