

Virtual Public Meeting  
Via Communications Media Technology  
Voluntary In-Person Attendance at  
Perry-Taylor County Chamber of Commerce  
428 North Jefferson Street, Perry, FL  
Taylor County

January 21, 2021  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Brian Avery, Alachua County  
Jodi Biggar, Alachua County  
Ron Gromoll, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
Paula Vann, Columbia County  
Russ McCallister, Dixie County  
Patricia Watson, Gilchrist County  
Katrina Richardson, Jefferson County, Treasurer  
Craig Colton, Lafayette County  
Carol McQueen, Levy County  
Jackie Blount, Madison County  
Charissa Setzer, Suwannee County  
Dawn Perez, Taylor County, Chair  
Dale Walker, Union County  
Natalie Knowles, Wakulla County

MEMBERS ABSENT

Alden Rosner, Columbia County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Lee Deen, Gilchrist County  
David Ward, Jefferson County  
Tisha Whitehurst, Levy County  
Teena Peavey, Suwannee County  
Sandy Beach, Taylor County  
Thomas Herndon, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force  
Travel Show Coordinator  
Brenna Dacks, VISIT FLORIDA

STAFF PRESENT

Scott Koons  
Lauren Yeatter

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:03 a.m.

II. APPROVAL OF THE AGENDA

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

**ACTION:** Katrina Richardson moved and Craig Colton seconded to approve the meeting agenda as presented. The motion passed unanimously.

### III. APPROVAL OF THE NOVEMBER 19, 2020 MINUTES

Chair Perez asked for approval of the November 19, 2020 meeting minutes.

**ACTION: Ron Gromoll moved and Dale Walker seconded to approve the November 19, 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
    - (1) October 31, 2020
    - (2) November 30, 2020

**ACTION: Dale Walker moved and Jackie Blount seconded to approve the October 31, 2020 and November 30, 2020 monthly financial reports as presented. The motion passed unanimously.**

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

1. Website
2. e-Newsletter
3. Website Blogs
4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign

**ACTION: Charissa Setzer moved and Jackie Blount seconded to approve \$48,277.83 for the VISIT FLORIDA Facebook campaign. The motion passed unanimously.**

7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

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

1. Website
2. e-Newsletter
3. Website Blogs

**ACTION: Carol McQueen moved and Katrina Richardson seconded to authorize staff to request written proposals for bloggers. The motion passed unanimously.**

4. Marketing Materials
5. Domestic Travel Shows
6. Advertising Campaign

**ACTION:** Katrina Richardson moved and Craig Colton seconded to register for the Montreal and Toronto Outdoor Adventure Go Adventure Planning Guide for \$500. The motion passed unanimously.

7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships

D. VISIT FLORIDA -

1. Influencer Trip
2. Virtual Florida Huddle

**ACTION:** Katrina Richardson moved and Ron Gromoll seconded to register Dawn Perez and Donna Creamer for the Virtual Florida Huddle. The motion passed unanimously.

3. Monthly Report

E. Staff Items

1. Travel Show Coordinator Agreement Fiscal Year 2020-21

**ACTION:** Katrina Richardson moved and Jackie Blount seconded to approve the Fiscal Year 2020-21 Travel Show Coordinator Agreement with Donna Creamer. The motion passed unanimously.

2. Task Force 2021 Meeting Schedule and County Assignments

**ACTION:** Katrina Richardson moved and Craig Colton seconded to require in-person quorum for future Task Force meetings. The motion failed by a vote of 3 YEAS and 12 NAYS.

**ACTION:** Will Sexton moved and Carol McQueen seconded to have virtual Task Force meetings for February 2021 and March 2021. The motion passed unanimously.

3. Cooperative Regional Marketing Fee Fiscal Year 2020-21

F. Other Old Business

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

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 regular meeting is scheduled for 10:00 a.m., February 18, 2021 virtually via communications media technology.

**The meeting adjourned at 11:32 a.m.**

  
Dawn W. Perez, Chair

2/18/21  
Date

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