

Virtual Public Meeting  
Via Communications Media Technology

February 18, 2021  
Thursday, 10:00 a.m.

MEMBERS PRESENT

Brian Avery, Alachua County  
Jodi Biggar, Alachua County  
Will Sexton, Bradford County, Vice-Chair  
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  
Marlene Squires-Swanson, Madison County  
Teena Peavey, Suwannee County  
Charissa Setzer, Suwannee County  
Dale Walker, Union County

STAFF PRESENT

Scott Koons  
Lauren Yeatter

MEMBERS ABSENT

Ron Gromoll, Alachua County  
Daniel Riddick, Bradford County  
Rod Butler, Columbia County  
Alden Rosner, Columbia County  
Paula Vann, Columbia County  
Lee Deen, Gilchrist County  
David Ward, Jefferson County  
Tisha Whitehurst, Levy County  
Sandy Beach, Taylor County  
Dawn Perez, Taylor County, Chair  
Thomas Herndon, Wakulla County  
Natalie Knowles, Wakulla County

OTHERS PRESENT

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

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 10:00 a.m.

II. APPROVAL OF THE AGENDA

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

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

### III. APPROVAL OF THE JANUARY 21, 2021 MINUTES

Vice-Chair Sexton asked for approval of the January 21, 2021 meeting minutes.

**ACTION: Dale Walker moved and Katrina Richardson seconded to approve the January 21, 2021 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) December 31, 2020

**ACTION: Dale Walker moved and Jackie Blount seconded to approve the December 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. Marketing Materials
- 5. Domestic Travel Shows
- 6. Advertising Campaign
- 7. Brochure Distribution
- 8. Scholarships
- 9. Professional Organization Memberships
- 10. Approval of Fourth Quarter Report and Reimbursement Submittal Package

**ACTION: Carol McQueen moved and Teena Peavey seconded to approve the Fourth Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.**

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

- 1. Website
- 2. e-Newsletter
- 3. Website Blogs
- 4. Marketing Materials
- 5. Domestic Travel Shows
- 6. Advertising Campaign
- 7. Brochure Distribution
- 8. Scholarships
- 9. Professional Organization Memberships

D. VISIT FLORIDA -

1. Influencer Trip
2. Virtual Florida Huddle

Donna Creamer, Travel Show Coordinator, and Lauren Yeatter, Senior Planner, reported on virtual appointments with tour operators.

3. Monthly Report

E. Staff Items

1. Task Force 2021 Meeting Schedule and County Assignments
2. Cooperative Regional Marketing Fee Fiscal Year 2020-21

F. Other Old Business

1. Updated Task Force Member Contact Information
2. 2021 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., March 18, 2021 virtually via communications media technology.

**The meeting adjourned at 11:08 a.m.**

  
Dawn V. Perez, Chair

3/18/21  
Date

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