

Virtual Public Meeting
Via Communications Media Technology

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

MEMBERS PRESENT

Jodi Biggar, Alachua County
Will Sexton, Bradford County, Vice-Chair
Russ McCallister, Dixie County
Katrina Richardson, Jefferson County, Treasurer
Craig Colton, Lafayette County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Marlene Squires-Swanson, Madison County
Teena Peavey, Suwannee County
Charissa Setzer, Suwannee County
Dale Walker, Union County
Natalie Knowles, Wakulla County

STAFF PRESENT

Scott Koons
Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
Patricia Watson, Gilchrist County
David Ward, Jefferson County
Carol McQueen, Levy County
Sandy Beach, Taylor County
Dawn Perez, Taylor County, Chair
Thomas Herndon, Wakulla County

OTHERS PRESENT

Donna Creamer, Task Force
Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Tommy Thompson
Anne Glick

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 10:02 a.m.

II. APPROVAL OF THE AGENDA

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

ACTION: Charissa Setzer moved and Katrina Richardson seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE FEBRUARY 18, 2021 MINUTES

Vice-Chair Sexton asked for approval of the February 18, 2021 meeting minutes.

ACTION: Tisha Whitehurst moved and Jackie Blount seconded to approve the February 18, 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) January 31, 2021

ACTION: Marlene Squires-Swanson moved and Tisha Whitehurst seconded to approve the January 31, 2021 monthly financial report as presented. The motion passed unanimously.

B. 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

C. VISIT FLORIDA -

1. Influencer Trip

Donna Creamer, Travel Show Coordinator, and Lauren Yeatter, Senior Planner, reported on the recently completed influencer trip conducted in the region by VISIT FLORIDA with influencers from Columbia.

2. Monthly Report

Brenna Dacks, Regional Partnership Manager - Northeast, VISIT FLORIDA, gave the VISIT FLORIDA monthly report.

D. Staff Items

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

E. Other Old Business

1. Updated Task Force Member Contact Information
2. 2021 Meeting Dates and Locations

F. 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., April 15, 2021 in Gilchrist County at a location to be determined.

The meeting adjourned at 11:00 a.m.


Dawn V. Perez, Chair

4/15/21
Date

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