

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Virtual Public Meeting
Via Communications Media Technology

April 15, 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
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Marlene Squires-Swanson, Madison County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County, Chair
Dale Walker, Union County
Natalie Knowles, Wakulla County

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 10:11 a.m.

II. APPROVAL OF THE AGENDA

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

ACTION: Dale Walker moved and Ron Gromoll seconded to approve the meeting agenda as presented. The motion passed unanimously.

MEMBERS ABSENT

Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
David Ward, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Sandy Beach, Taylor County
Teena Peavey, Suwannee County
Thomas Herndon, Wakulla County

OTHERS PRESENT

Amber O'Connell, VISIT FLORIDA

III. APPROVAL OF THE MARCH 18, 2021 MINUTES

Chair Perez asked for approval of the March 18, 2021 meeting minutes.

ACTION: Dale Walker moved and Jackie Blount seconded to approve the March 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) February 28, 2021

ACTION: Dale Walker moved and Will Sexton seconded to approve the February 28, 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

ACTION: Will Sexton moved and Jackie Blount seconded to approve the list of potential Marketing College 2021 attendees, with highest priority to third year students and lowest priority to alumni students, including Craig Colton, Ron Gromoll, Charissa Setzer, and Patricia Watson. The motion passed unanimously.

9. Professional Organization Memberships

C. VISIT FLORIDA -

1. Monthly Report

Amber O'Connell, Industry Relations Manager, VISIT FLORIDA, gave the VISIT FLORIDA monthly report.

D. Staff Items

1. Task Force 2021 Meeting Schedule and County Assignments

ACTION: Will Sexton moved and Tisha Whitehurst seconded to have a virtual Task Force meeting with voluntary in-person attendance for May 20, 2021. The motion passed unanimously.

2. Cooperative Regional Marketing Fee Fiscal Year 2020-21

ACTION: Will Sexton moved and Dale Walker seconded to direct staff to draft an amendment to the By-laws for review by the Task Force at the next regularly scheduled meeting that would suspend member benefits, at the discretion of the Task Force, for member counties that have outstanding unpaid member annual assessment(s) (dues) until such member county pays the unpaid annual assessment(s) (dues) for all fiscal year(s) beginning with Fiscal Year 2021-22. The motion passed by a vote of 7 Yeas and 6 Nays.

3. Florida Tourism Marketing - Senate Bill 778/ House Bill 675

4. Tourist and Convention Development Taxes - Senate 2008/House Bill 1429

Lauren Yeatter, Senior Planner, discussed the status of the Senate bills and House bills.

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., May 20, 2021 to be held via communications media technology with voluntary in-person attendance available in Jefferson County at a location to be determined.

The meeting adjourned at 11:34 a.m.


Dawn V. Perez, Chair

5/20/21
Date

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