

Virtual Public Meeting
Via Communications Media Technology
Voluntary In-Person Attendance at
Monticello Jefferson County Chamber of Commerce
420 West Washington Street, Monticello, FL
Jefferson County

May 20, 2021
Thursday, 10:00 a.m.

MEMBERS PRESENT

Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Will Sexton, Bradford County, Vice-Chair
Patricia Watson, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Marlene Squires-Swanson, Madison County
Dawn Perez, Taylor County, Chair
Dale Walker, Union County

STAFF PRESENT

Scott Koons
Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Lee Deen, Gilchrist County
Sandy Beach, Taylor County
Teena Peavey, Suwannee County
Charissa Setzer, Suwannee County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Matt Brooks, Levy County Commissioner
Donna Creamer, Travel Show Coordinator
Anne Glick, Florida Fish and Wildlife
Conservation Commission

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:02 a.m.

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE APRIL 15, 2021 MINUTES

Chair Perez asked for approval of the April 15, 2021 meeting minutes.

ACTION: Marlene Squires-Swanson moved and Dale Walker seconded to approve the April 15, 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) March 31, 2021

Task Force directed staff to contact Capital City Bank again to request waving monthly bank fees.

ACTION: David Ward moved and Katrina Richardson seconded to approve the March 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
10. Approval of First Quarter Report and Reimbursement Submittal Package

ACTION: Marlene Squires-Swanson moved and Katrina Richardson seconded to approve the First Quarter Report and Reimbursement Submittal Package. The motion passed unanimously.

C. VISIT FLORIDA -

1. Monthly Report

ACTION: Carol McQueen moved and Marlene Squires-Swanson seconded to authorize the Chair to approve a VISIT FLORIDA-EDA CARES Act marketing opportunity not to exceed \$10,000 for Task Force member counties that paid their Fiscal Year 2020-21 regional cooperative marketing fee. The motion passed unanimously.

D. Staff Items

1. Proposed Amendment to the Bylaws

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ACTION: Katrina Richardson moved and Craig Colton seconded to approve the proposed amendment to Article II. Membership, Representation, and Voting, of the Bylaws to add Section 4, Subsection (a) concerning suspension of member benefits for failure to pay annual assessment. The motion passed unanimously.

Task Force members discussed waiving Fiscal Year 2021-22 dues and other incentives for member counties that paid Fiscal Year 2020-21 regional cooperative Marketing fee.

ACTION: Katrina Richardson moved and David Ward seconded to authorize the Chair to approve a cooperative advertisement for Task Force member counties that paid their Fiscal Year 2020-21 regional cooperative marketing fee. The motion passed unanimously.

E. Other Old Business

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

ACTION: Katrina Richardson moved and David Ward seconded to have in-person Task Force meetings beginning with the June 17, 2021 Task Force meeting. The motion passed by a vote of 10 Yeas and 3 Nays.

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., June 17, 2021 to be held in Madison County at a location to be determined.

The meeting adjourned at 11:28 a.m.


Dawn V. Perez, Chair

7/15/21
Date

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