

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Hart Springs
4240 SW 86th Avenue, Bell, FL
Gilchrist County

July 15, 2021
Thursday, 10:00 a.m.

MEMBERS PRESENT

Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Craig Colton, Lafayette County
Carol McQueen, Levy County
Tisha Whitehurst, Levy County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County, Chair

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

Brian Avery, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County, Vice-Chair
Rod Butler, Columbia County
Alden Rosner, Columbia County
Paula Vann, Columbia County
Lee Deen, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Jackie Blount, Madison County
Marlene Squires-Swanson, Madison County
Sandy Beach, Taylor County
Teena Peavey, Suwannee County
Dale Walker, Union County
Thomas Herndon, Wakulla County
Natalie Knowles, Wakulla County

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Ryan Fulford, Cross City Councilman

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum Chair Dawn Perez called the meeting to order at 10:05 a.m.

II. APPROVAL OF THE AGENDA

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

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to approve the meeting agenda as presented. The motion passed unanimously.

III. APPROVAL OF THE MAY 20, 2021 MINUTES

Chair Perez asked for approval of the May 20, 2021 meeting minutes.

ACTION: Patricia Watson moved and Ron Gromoll seconded to approve the May 20, 2021 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Reports

a. Monthly Financial Reports Review and Approval

(1) April 30, 2021

(2) May 31, 2021

ACTION: Ron Gromoll moved and Patricia Watson seconded to approve the April 30, 2021 and May 31, 2021 monthly financial reports as presented. The motion passed unanimously.

B. Fiscal Year 2020-21 Regional Rural Development Grant

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

Carol McQueen presented the Marketing Committee's recommendations to waive the Task Force requirement to not accept proposals by e-mail; to approve Jo Clark's blogger proposal as the top ranked proposal, pending information requested; enter into a contract with Jo Clark for blogging services; and to allow proposals to be submitted by e-mail in the future.

ACTION: Ron Gromoll moved and Charissa Setzer seconded to approve the Marketing Committee's recommendations concerning blogging services. The motion passed unanimously.

Carol McQueen discussed her retirement from the Task Force.

ACTION: Russ McCallister moved and Patricia Watson seconded to appoint Tisha Whitehurst to the Marketing Committee. The motion passed unanimously.

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

ACTION: Patricia Watson moved and Carol McQueen seconded to approve \$9,000 from the Fiscal Year 2020-21 Regional Rural development Grant for the VISIT FLORIDA 2022 Transportation Map. The motion passed unanimously.

7. Brochure Distribution

8. Scholarships
9. Professional Organization Memberships

C. VISIT FLORIDA -

1. Influencer Trip

ACTION: Russ McCallister moved and Ron Gromoll seconded to direct the Marketing Committee to develop blogger and influencer standards for Task Force participation in familiarization tours. The motion passed unanimously.

2. Monthly Report

D. Staff Items

1. Florida Travel and Lifestyles Magazine Advertisement
2. Cooperative Regional Marketing Fee Fiscal Year 2021-22

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., August 19, 2021 to be held in Levy County at a location to be determined.

The meeting adjourned at 11:18 a.m.


Dawn V. Perez, Chair

8/19/21
Date

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