

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Williston City Hall
50 NW Main Street, Williston, FL
Levy County

August 19, 2021
Thursday, 10:00 a.m.

MEMBERS PRESENT

Will Sexton, Bradford County, Vice-Chair
Paula Vann, Columbia County
Russ McCallister, Dixie County
Patricia Watson, Gilchrist County
Craig Colton, Lafayette County
Tisha Whitehurst, Levy County
Jackie Blount, Madison County
Teena Peavey, Suwannee County
Dale Walker, Union County
Thomas Herndon, Wakulla County

STAFF PRESENT

Lauren Yeatter

MEMBERS ABSENT

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Brian Avery, Alachua County
Jodi Biggar, Alachua County
Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Rod Butler, Columbia County
Alden Rosner, Columbia County
Lee Deen, Gilchrist County
Katrina Richardson, Jefferson County, Treasurer
David Ward, Jefferson County
Carol McQueen, Levy County
Marlene Squires-Swanson, Madison County
Charissa Setzer, Suwannee County
Sandy Beach, Taylor County
Dawn Perez, Taylor County, Chair
Natalie Knowles, Wakulla County

OTHERS PRESENT

Matt Brooks, Levy County Commissioner
Jo Clark, Blogger
Donna Creamer, Travel Show Coordinator
Ryan Fulford, Cross City Councilman
Jeff Hardison, HardisonInk

I. CALL TO ORDER, INTRODUCTIONS

Noting the presence of a quorum, Vice-Chair Will Sexton called the meeting to order at 10:08 a.m.

II. APPROVAL OF THE AGENDA

Vice-Chair Sexton requested approval of the meeting agenda, as presented. Paula Vann asked for a discussion of a bylaws amendment to be added to the agenda.

ACTION: Tisha Whitehurst moved and Dale Walker seconded to approve the meeting agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE JULY 15, 2021 MINUTES

Vice-Chair Sexton asked for approval of the July 15, 2021 meeting minutes.

ACTION: Dale Walker moved and Tisha Whitehurst seconded to approve the July 15, 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) June 30, 2021

ACTION: Dale Walker moved and Patricia Watson seconded to approve the June 30, 2021 monthly financial report as presented. The motion passed unanimously.

2. Nominating Committee

ACTION: Pat Watson moved and Tisha Whitehurst seconded to appoint Craig Colton, Donna Creamer, and any other interested Task Force member not in attendance to the Nominating Committee, with Craig Colton serving as Chair. The motion passed unanimously.

B. Fiscal Year 2020-21 Regional Rural Development Grant

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

Jo Clark, Blogger presented information about her tour of Alachua, Bradford, Levy, and Union Counties.

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

ACTION: Patricia Watson moved and Tisha Whitehurst seconded to participate in the VISIT FLORIDA 2022 Vacation Guide cooperative advertisement, using any remaining Fiscal Year 2020-21 Regional Rural Development Grant funds with any balance to be paid using Task Force funds for the Task Force one-half of the advertisement. The motion passed unanimously.

7. Brochure Distribution
8. Scholarships
9. Professional Organization Memberships
10. Approval of Second Quarter Report and Reimbursement Submittal Package

ACTION: Dale Walker moved and Tisha Whitehurst seconded to approve the Second Quarter Report and Reimbursement Submittal Package for the Fiscal Year 2020-21 Regional Rural Development Grant. The motion passed unanimously.

C. VISIT FLORIDA -

1. Monthly Report

D. Staff Items

1. Florida Travel and Lifestyles Magazine Advertisement
2. U.S. Economic Development Administration - American Rescue Plan Act

Staff presented information and offered technical grant application assistance the U.S. Economic Development Administration - American Rescue Plan Act grant opportunities.

E. Other Old Business

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

By consensus, the Task Force agreed to move the September 2021 meeting to September 23, 2021.

3. Discussion of ByLaws Amendment

Paula Vann asked that the Task Force consider adopting an appeals process for member counties that may have difficulty paying annual assessments under extenuating circumstances. Staff was directed to draft an amendment to the Bylaws regarding an appeals process.

F. Announcements

Task Force members made announcements of interest to the Task Force.

V. New Business

VI. Leadership Forum: Tisha Whitehurst introduced the featured Levy County Restaurant, The Ivey House, who donated a cookbook as a prize for a drawing.

VII. Adjournment

Date and Location of next meeting

The next regular meeting is scheduled for 10:00 a.m., September 23, 2021 to be held in Dixie County at a location to be determined.

The meeting adjourned at 11:58 a.m.


Dawn V. Perez, Chair

9/23/21
Date

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