

Forest Capital Museum State Park, Garden Club Building
203 Forest Park Drive, Perry, FL and
Via Communications Media Technology

September 21, 2023
Thursday, 10:00 a.m.

MEMBERS PRESENT

Elizabeth Reyes, Alachua County
Julie Smith, Alachua County
Alden Rosner, Columbia County
Russ McCallister, Dixie County
Bryan Freeman, Gilchrist County
Katrina Richardson, Jefferson County
Theresa Sterling, Jefferson County
Tisha Whitehurst, Levy County (Virtual)
Bobbie Breo, Madison County
Charissa Setzer, Suwannee County
Dawn Perez, Taylor County

STAFF PRESENT

Lauren Yeatter

OTHERS PRESENT

Donna Creamer, Travel Show Coordinator
Brenna Dacks, VISIT FLORIDA
Kay McCallister, Dixie County

MEMBERS ABSENT

Christopher Stoney, Alachua County
Carolyn Spooner, Bradford County
Paula Vann, Columbia County
Rod Butler, Columbia County
Ryan Fulford, Dixie County
Patricia Watson, Gilchrist County
Chadd Mathis, Hamilton County
Mia Mauldin, Hamilton County
David Ward, Jefferson County
Melinda Allen, Levy County
Jennifer Poore, Madison County
Teena Peavey, Suwannee County, Treasurer
Sandy Beach, Taylor County
Elizabeth Hughes, Wakulla County
Kinsey Miller, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

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

II. APPROVAL OF THE AGENDA

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

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

III. APPROVAL OF THE AUGUST 17, 2023 MINUTES

Acting Chair Perez asked for approval of the August 17, 2023 meeting minutes.

ACTION: Russ McCallister moved and Alden Rosner seconded to approve the August 17, 2023 minutes as presented. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Finance Committee Report

a. Monthly Financial Report Review and Approval - July 31, 2023

ACTION: Tisha Whitehurst moved and Bobbi Breo seconded to accept the July 31, 2023 monthly financial report as presented. The motion passed unanimously.

b. Adoption of Fiscal Year 2023-24 Budget

ACTION: Charissa Setzer moved and Bobbi Breo seconded to adopt the Fiscal Year 2023-24 Budget as presented. The motion passed unanimously.

- B. Fiscal Year 2022-23 Regional Rural Development Grant
1. Website
 2. e-newsletter
 3. Domestic Travel Shows
 4. Advertising Campaign

ACTION: Elizabeth Reyes moved and Tisha Whitehurst seconded that the cost be \$1,400 for member counties participating in the two page-cooperative advertisement in the VISIT FLORIDA 2024 Vacation Guide, with the Task Force paying the remainder from the Rural Development Grant and Task Force funds. The motion passed unanimously.

5. Scholarships
 6. Professional Organization Memberships
- C. VISIT FLORIDA -
1. Monthly Report - Brenna Dacks presented the VISIT FLORIDA monthly report.
- D. Staff Items
- E. Other Old Business
1. Updated Task Force Member Contact Information
 2. Task Force 2023 Meeting Schedule and County Assignments
- 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 to be held at 10:00 a.m., September 21, 2023 in Taylor County at a location to be determined.

The meeting adjourned at 12:30 p.m.


Dawn Perez, Chair

10/19/23
Date

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