



MINUTES OF
The Original Florida
TOURISM TASK FORCE

Levy County Quilt Museum
Chiefland, FL
Levy County

April 15, 2010

Thursday, 10:00 AM

MEMBERS PRESENT

Roland Loog, Alachua County
Trudy Tappan, Alachua County
Donna Creamer, Gilchrist County
Nancy Wideman, Jefferson County
Tim Peary, Jefferson County
Susie Page, Lafayette County
Kerri Post, Visit Tallahassee
Sharon Liggett, Leon County
Carol McQueen, Levy County
Helen Koehler, Levy County
Pam Portwood, Wakulla County

OTHERS PRESENT

Tommy Thompson, FOWA
Linda Landrum, UF/IFAS
Tiffany McCaskill, VISIT FLORIDA
Miriam Deckert, Visit Gainesville
Danah Higha , Miles Media

STAFF PRESENT

Bryan Thomas

MEMBERS ABSENT

Tom Tumbleson, Alachua County
Kay McCallister, Dixie County
Jeff Dubree, Gadsden County
Hemant Patel, Gadsden County
Julie Harrison, Gilchrist County
Wendell Hannum, Hamilton County
Jim Hollis, Alternate, Lafayette County
Lee Daniel, Leon County
Ted Ensminger, Madison County
Cindy Poire, Madison County
Dean Fowler, Taylor County
Dawn Taylor, Taylor County
Jerry Evans, Wakulla County

Chair Liggett called the meeting to order at 10:08 a.m.

- I. INTRODUCTION: Chair Liggett opened the meeting by welcoming everyone to the Levy County Quilt Museum and asked for introductions. Carol McQueen introduced Ms. Winnelle Horne, the curator of the Levy County Quilt Museum.
- II. APPROVAL OF THE AGENDA AND MINUTES:
Chair Liggett then asked for the April 15, 2010 meeting agenda and March 18, 2010 meeting minutes be reviewed and approved.

ACTION: Tim Peary moved and Donna Creamer seconded to accept the Agenda. Motion passed unanimously.

Chair Liggett asked for approval of the March, 2010 Financial Report

ACTION: Tim Peary moved and Carol McQueen seconded to accept the financial reports for the month of March, 2010. Motion passed unanimously.

III. OLD BUSINESS

A. Committee Reports

1. Marketing Committee –

a. Geocache Update: Contest, Cache Location Issues

Bryan Thomas reported that he has been working with a local geocaching enthusiast to tweak the coordinates and improve the overall cache hunting experience. He reported that there are a number of caches that are too close to existing caches registered with geocaching.com, and therefore would not be allowed to register with the web site. He suggested that the contest list those without proximity problems on geocaching.com, but list the others only on the NNF web site.

b. Villages May Advertising Co-op

Sharon thanked everyone that has participated in the first two advertising co-ops and Bryan Thomas reminded the group that they would be contacted soon by Evelyn Stetler to participate in the May issue.

c. Villages May 14, 2010 Travel Show

Sharon Liggett asked for a count of who would be participating with their own booths at the show, and who could help staff the NNF booth. Kay McCallister volunteered to staff the booth, and Bryan will email a request for an additional volunteer. Also, Bryan will send out a request for promotional items to be donated by members to put into a door prize giveaway basket at the show.

d. Outdoor Writer/FOWA FAM in Wakulla County

Tommy Thompson reported that he has met with Pam Portwood in Wakulla County to discuss the upcoming FOWA conference that Original Florida will be sponsoring in August. The sponsorship event will be held at Shields Marina in St. Marks. Original Florida will provide lunch, and Kerri Post is working on a grant to provide transportation to the writers. Florida Sea Grant is sending Dr. Steve Otwell, a leading expert on oysters, to speak on the impact of oysters on Gulf fishing. Tommy noted that the majority of the writers in attendance will be fishing oriented, and many write with the traveling tourist in mind. The conference will be held at the Hotel Duval, and on Friday night there will be an event that NNF should have a table at. Tommy also mentioned that he could connect interested Original Florida members with FOWA members that are traveling to the show for pre-conference mini-FAMs.

e. Culinary FAM preparations

Sharon discussed the upcoming Culinary FAM and requested that the Product Development Committee begin collecting a list of local growers and restaurants that use locally grown produce in their restaurants. Linda Landrum suggested that the

group check the Local Harvest website for producers in the region.

2. Other Committee Reports:

- a. Financial Committee Budget Drafting Meeting Schedule
Donna Creamer suggested Wednesday, May 5 at 10:00 a.m. as a meeting date to develop a draft budget for the 2010-11 Fiscal Year.

B. VISIT FLORIDA Report:

1. Kerri Post reported that Ebonnee Rudolph was back with VF in the promotions division, and will be working with rural counties as part of her duties.
2. Roland reported on the FACVB meeting. Several members met with legislators and discussed issues related to tourism issues, such as adequate funding for VISIT FLORIDA, the “dot-coms” bed tax collection issue, and protection of State Statute 125. Off-shore drilling was also discussed, and the legislators were all in opposition to expanded drilling.
3. Tiffany McCaskill reported that the New York media mission deadline had been extended to April 15, 2010 to get your news releases included in the package that will be handed out.
4. Tiffany reported that VF partners could submit a two page press release for free to the International Pow Wow, deadline May 3. Kerri Post reminded the group that Visit Tallahassee and Visit Gainesville will be hosting a Post Pow-Wow FAM tour and urged the group to take advantage of the free press release opportunity.
5. Tiffany also reported that VF partners can set up a booth for free during tourism week at the Interstate welcome centers.
6. Donna Creamer asked Tiffany to mention to the VF staff that handles the Log-in and Learn webinars that several have been held on the third Thursday of the month, which coincides with the Original Florida meetings so that several county

C. Staff Items

1. Bryan Thomas reported that the staffing grant is complete and will be delivered to Enterprise Florida on Friday. Bryan thanked everyone for sending him their lists of TDC members and their email addresses so that he could add them to the NNF distribution list, and that he added a disclaimer to the meeting notices so that recipients could opt out of receiving the emails if they chose. Bryan reported that the web site improvements continue, and that the site designers suggested that it is time for a home page “facelift” in order to present the web site for potential award recognition. He introduced Danah Hiya of Miles Media who gave a brief presentation on the effectiveness of the NNF banner ads on the VF web site, which she reported have been receiving the most click-through traffic on the Outdoors Insider blog page. The Insiders blogs have been brought front and center on the VISIT FLORIDA home page for easier access. The VISIT FLORIDA web site continues to be the number one travel site on the internet.

D. Other Old Business:

1. None.

IV. NEW BUSINESS

A. Announcements/Other New Business

1. Amendments to the Interlocal Agreement

Bryan Thomas asked the Organizational Development Committee to begin reviewing the Interlocal Agreement and to formulate appropriate amendments to the agreement that would address the need for independent financial accounting and auditing for Original Florida accounts. He explained that because Original Florida was originally a Task Force of the Planning Council, the finances and accounting were a Council function. When the Task Force became independent in 1998 by forming interlocal agreements with each member county, the finances were still a part of the Planning Council funds, and remained so when the interlocal agreement was amended in 2004. While the Council maintains a separate bank account and records on behalf of Original Florida, the Task Force is still audited each year as part of the Council, as specified in the interlocal agreement. A revised interlocal agreement would specify that the Task Force funds are separate and independent from Council funds and would require a separate annual audit. Bryan also pointed out that other issues, such as the composition of county appointees, their terms, an organizational name change, and other issues could all be addressed at the same time. Chair Liggett instructed Bryan to contact Organizational Development Committee Chair Donna Creamer to schedule a committee meeting to discuss the issue.

ACTION: Roland Loog moved and Donna Creamer seconded a motion to adjourn. Motion passed.

The meeting adjourned at 11:45.

DATE AND LOCATION OF NEXT MEETING

The next regular meeting is scheduled for 10:00 AM, Thursday, May 20, 2010 in Gadsden County, at a location TBD.

Chair

Date

Minutes prepared by Bryan Thomas of the
North Central Florida Regional Planning Council