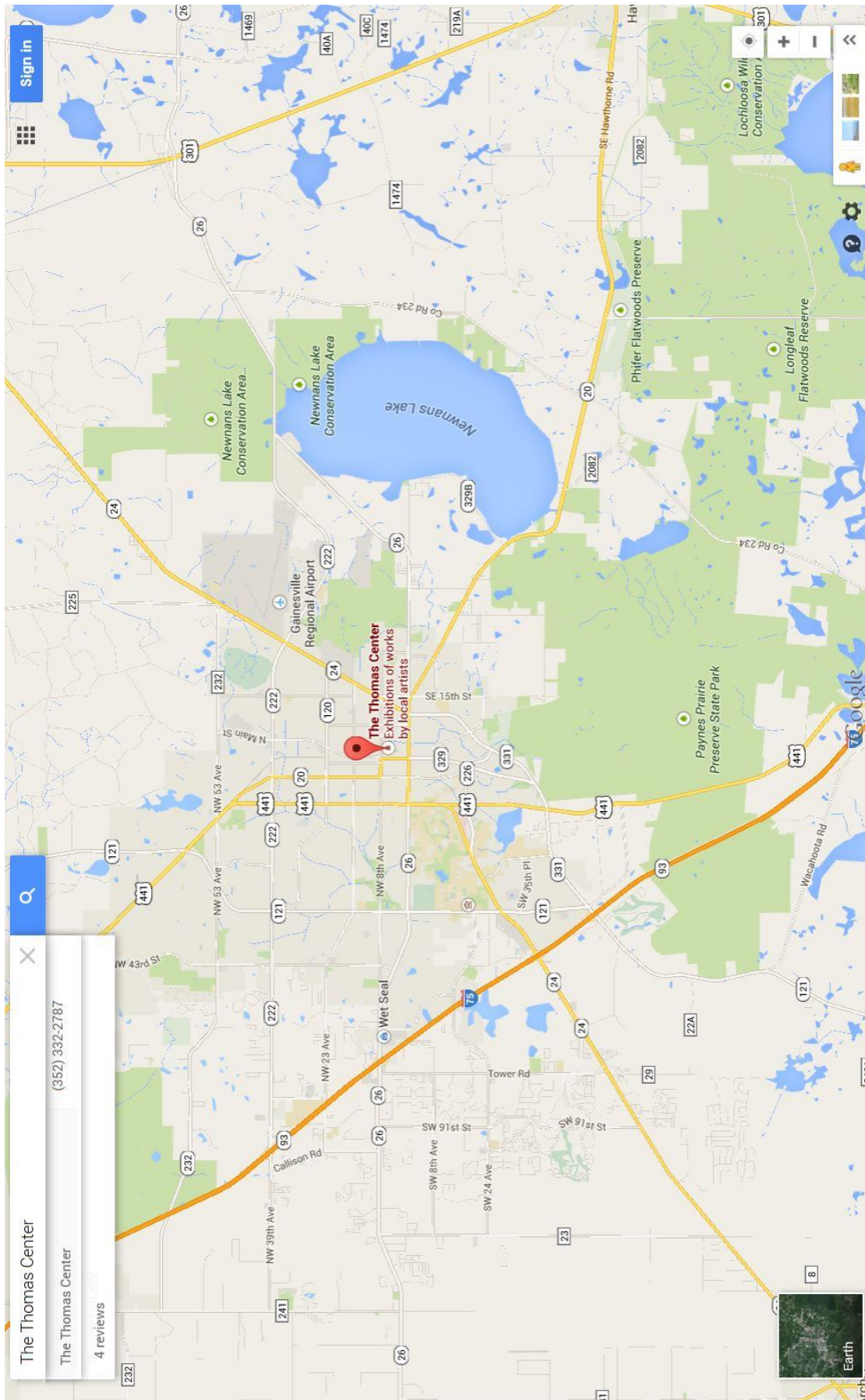
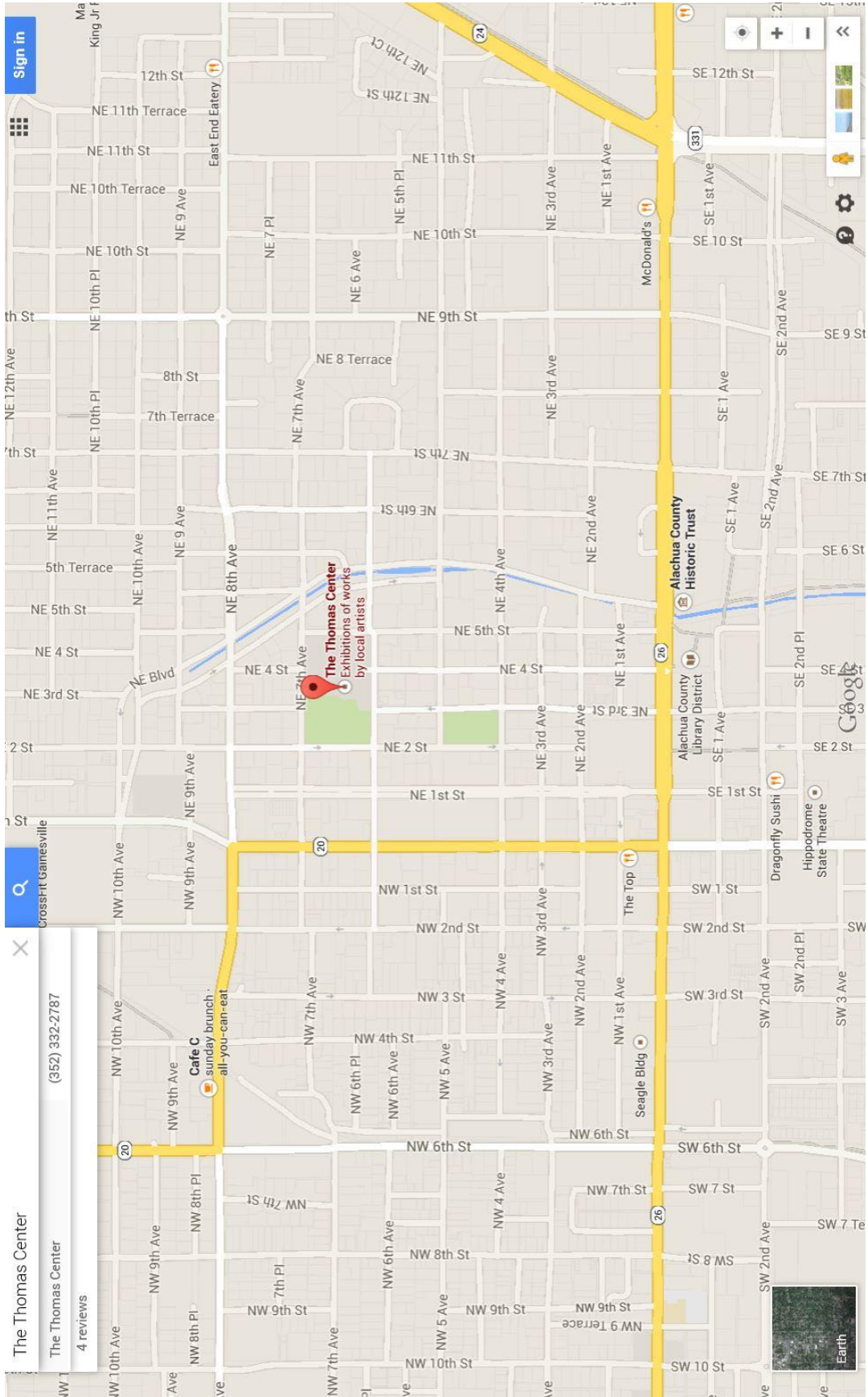


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **January 21, 2016**. The meeting will be held at the **Thomas Center, Long Gallery, 302 NE 6th Avenue, Gainesville, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)





The Original Florida
TOURISM TASK FORCE
Meeting Agenda



Thomas Center, Long Gallery
302 NE 6th Avenue, Gainesville, FL
Alachua County

January 21, 2015
Thursday 10:00 a.m.

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I. Call to Order, Introductions	
II. Approval of the Agenda	5
III. Approval of the November 19, 2015 Meeting Minutes	7
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, October 31, 2015	13
b. Monthly Financial Report Review and Approval, November 30, 2015	19
B. Staff Items	
1. Annual Regional Marketing Fee - Alternative Fee Structure Proposals	27
2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant	31
a. Revamp Website	35
b. Adoption of Five-Year Strategic Marketing Plan	37
c. Brochure Distribution	
d. Professional Enhancement Scholarships	
e. Media Advertising - Florida Pocket Ranger App Advertisement	
f. Reimbursement Status	
3. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant	
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b. Contract Status	
c. Scope of Work Discussion	71
1. Bicycle Microsite and Guide	
2. Ultimate Springs Microsite and Guide	
3. Digital Advertising Campaign	
4. eNewsletters - Selection of an eNewsletter Program	79
5. Selection of In-State Travel Shows	83
6. Selection of Out-of-State Travel Shows	87
7. Undiscovered Florida Advertisement	89
8. New York City Media Reception	91

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- 4. VISIT FLORIDA Grants
 - a. VISIT FLORIDA Fiscal Year 2015-16 Cultural, Heritage Rural and Nature Grant (website blogger)
 - b. VISIT FLORIDA - North Central Florida Fiscal Year 2015-16 Rural Area of Opportunity Partnership Program 95
 - 1. New York Times Travel Show Report
 - 2. Atlanta Boat Show Report
 - 3. Promotional Items - Flash Cards and Eyeglass Straps
 - c. VISIT FLORIDA Fiscal Year 2016-17 Cultural, Heritage Rural and Nature Grant Application
- 5. Other Staff Items
 - a. Suwannee River Wilderness Trail Paddling Guide Distribution Policy
 - b. Presentations to Hamilton and Suwannee County Tourist Development Councils
 - c. VISIT FLORIDA Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program
- C. Other Old Business
 - 1. Updated Task Force Member Contact Information 101
 - 2. 2016 Meeting Dates and Locations 105
- D. VISIT FLORIDA Monthly Report, Brenna Dacks
- V. Leadership Forum: To be determined
- VI. New Business
 - A. Announcements
 - B. Other New Business

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., February 18, 2016 at a location to be determined in Levy County.