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.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the November 19, 2015 Meeting Minutes

IV. Old Business

A. Committee Reports
   1. Finance Committee Report

B. Staff Items
   1. Annual Regional Marketing Fee - Alternative Fee Structure Proposals
   2. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant
      a. Revamp Website
      b. Adoption of Five-Year Strategic Marketing Plan
      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
      a. Award Letter
      b. Contract Status
      c. Scope of Work Discussion
         1. Bicycle Microsite and Guide
         2. Ultimate Springs Microsite and Guide
         3. Digital Advertising Campaign
         4. eNewsletters - Selection of an eNewsletter Program
         5. Selection of In-State Travel Shows
         6. Selection of Out-of-State Travel Shows
         7. Undiscovered Florida Advertisement
         8. New York City Media Reception

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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
      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
   2. 2016 Meeting Dates and Locations

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.