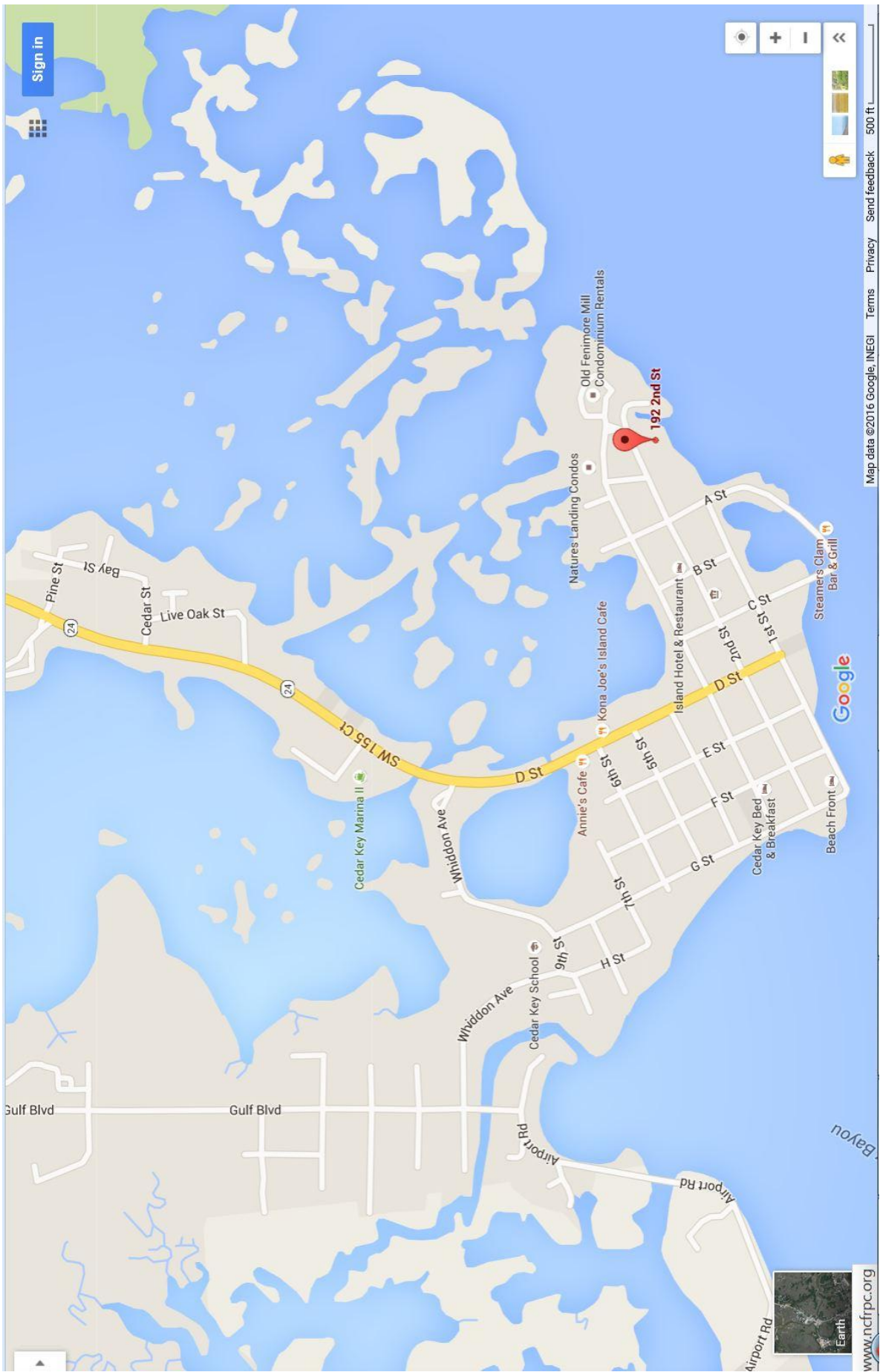
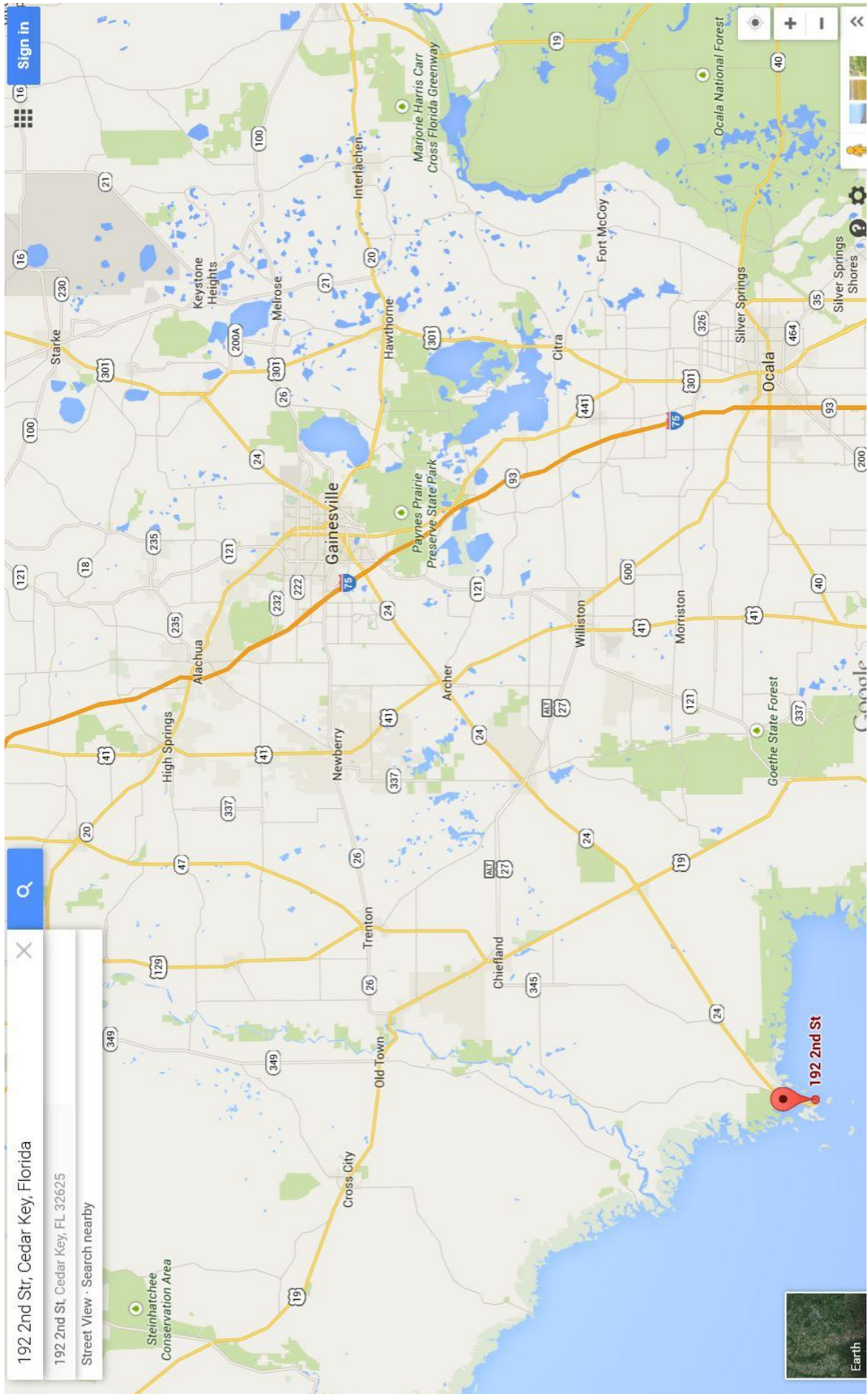


MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **February 18, 2016**. The meeting will be held at the **Cedar Cove Beach and Yacht Club, 192 2nd Street, Cedar Key, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)





The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Visit Natural
NORTH FLORIDA

Cedar Cove Beach and Yacht Club
192 2nd Avenue, Cedar Key, FL
Levy County

February 18, 2016
Thursday 10:00 a.m.

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I. Call to Order, Introductions	
II. Approval of the Agenda	5
III. Approval of the January 21, 2016 Meeting Minutes	7
IV. Old Business	
A. Committee Reports	
1. Finance Committee Report	
a. Monthly Financial Report Review and Approval, December 31, 2015	13
B. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant	19
1. Revamp Website	
2. Reimbursement Status	
C. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant	23
1. Contract Status	
2. Scope of Work Discussion	
3. Approval of Request for Proposals -Bicycle Microsite and Guide and Creation of Bicycle Trail Development Committee	31
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6. Ultimate Springs Microsite and Guide	
7. Digital Advertising Campaign	
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10. Undiscovered Florida Advertisement	
11. New York City Media Reception Report - Tommy Thompson	

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D. VISIT FLORIDA Grants	
1. VISIT FLORIDA Fiscal Year 2015-16 Cultural, Heritage Rural and Nature Grant (website blogger)	
2. VISIT FLORIDA - North Central Florida Fiscal Year 2015-16 Rural Area of Opportunity Partnership Program	55
a. Expense Reimbursement Discussion	57
b. Dallas Outdoor Adventure Show Report	
c. Atlanta RV & Camping Show Report	
d. Promotional Items - Flash Cards, Eyeglass Straps and Candy	
3. VISIT FLORIDA Fiscal Year 2016-17 Cultural, Heritage Rural and Nature Grant Application	
E. Other Staff Items	
1. Presentation to Suwannee County Tourist Development Council	
2. VISIT FLORIDA Fiscal Year 2016-17 Rural Area of Opportunity Partnership	
3. Regional Rural Development Grant Fiscal Year 2016 - 17 Discussion of Proposed Projects	
F. VISIT FLORIDA Monthly Report, Brenna Dacks	61
G. Other Old Business	
1. Updated Task Force Member Contact Information	63
2. 2016 Meeting Dates and Locations	67
V. New Business	
A. Announcements	
B. Other New Business	
VI. Leadership Forum: To be determined	

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., March 17, 2016 at a location to be determined in Madison County.