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)
Cedar Cove Beach and Yacht Club  
192 2nd Avenue, Cedar Key, FL  
Levy County  
February 18, 2016  
Thursday 10:00 a.m.

I. Call to Order, Introductions
II. Approval of the Agenda
III. Approval of the January 21, 2016 Meeting Minutes
IV. Old Business
   A. Committee Reports
      1. Finance Committee Report
     B. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant
        1. Revamp Website
        2. Reimbursement Status
     C. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant
        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
        4. Southeast Tourism Society Marketing College and
           Florida Governor’s Tourism Conference Scholarships
        5. Ultimate Springs Microsite and Guide
        6. Digital Advertising Campaign
        7. eNewsletters
        8. Travel Show
        9. Undiscovered Florida Advertisement
       10. New York City Media Reception Report - Tommy Thompson
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
      a. Expense Reimbursement Discussion
      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

G. Other Old Business
   1. Updated Task Force Member Contact Information
   2. 2016 Meeting Dates and Locations

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.