MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on March 17, 2016. The meeting will be held at Jellystone Park Camp-Resort, 1051 SW Old St. Augustine Road, Madison, Florida, beginning at 10:00 a.m.

(Location Map on Back)
Jellystone Park Camp-Resort
1051 SW Old St. Augustine Road, Madison, Florida
Madison County

March 17, 2016
Thursday 10:00 a.m.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the February 18, 2016 Meeting Minutes

IV. Old Business
   A. Committee Reports
      1. Finance Committee Report
      B. Fiscal Year 2014-15 Florida Department of Economic Opportunity Grant Reimbursement Status
      C. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant
         1. Contract Status
         2. Scope of Work Discussion
            a. Identification of County Bicycle Routes for Ultimate Bicycling Guide
            b. Identification of Springs for Ultimate Springs Guide
         3. Approval of Request for Proposals -2016 Task Force Marketing Project
         4. Southeast Tourism Society Marketing College and Florida Governor’s Tourism Conference Scholarships
      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. Chicago RV & Camping Show Report
            b. Washington Outdoor Adventure Show Report
            c. Toronto Outdoor Adventure Show Report
            d. ITB Berlin Show Report
            e. Canoecopia Show Report
            f. Promotional Items - Flash Cards, Eyeglass Straps and Candy
            g. Vnnf.org Website Analytics, 2011 - 2015
E. Other Staff Items
   1. The Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact 83
   2. Discussion of Places to Eat Selection Criteria for Task Force Website 85
   3. Letter to Hamilton County Tourist Development Council 95
   4. Presentation to Suwannee County Tourist Development Council 96
   5. RV and Outdoor Adventure Brochures - Printing Costs 97
   6. VISIT FLORIDA Fiscal Year 2016-17 Rural Area of Opportunity Partnership 99
   7. Regional Rural Development Grant Fiscal Year 2016 - 17 Discussion of Proposed Projects 100

F. VISIT FLORIDA Monthly Report, Brenna Dacks 105

G. Other Old Business
   1. Updated Task Force Member Contact Information 107
   2. 2016 Meeting Dates and Locations 111

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., April 21, 2016 at a location to be determined in Jefferson County.