MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on **June 16, 2016**. The meeting will be held at **Casa Isabel, 2338 NW Bascom Norris Dr, Lake City, Florida**, beginning at 10:00 a.m.

(Location Map on Back)
Casa Isabel
2338 NW Bascom Norris Drive, Lake City, Florida
Columbia County

June 16, 2016
Thursday 10:00 a.m.

I. Call to Order, Introductions

II. Approval of the Agenda

III. Approval of the April 21, 2016 Meeting Minutes

IV. Old Business
   A. Committee Reports
      1. Finance Committee Report
      2. Marketing Committee Report
         a. Review and Approval of Initial Design Concepts
   B. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant
      1. 2016 Task Force Marketing Project
         a. Consideration of Adding Hamilton County
         b. Bicycle Routes and Springs for New Member Counties
         c. Identification of County Bicycle Routes for Ultimate Bicycling Guide
      2. Tourism Brochure Distribution
      3. Southeast Tourism Society Marketing College and Florida Governor’s Tourism Conference Scholarships
      4. eNewsletter
      5. Travel Expo at The Villages Show Report
      6. I-10 Welcome Center Summer Festival
      7. Undiscovered Florida Advertisement
   C. 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. Report on Cedar Key Giveaway Travel Contest Winner
         b. VISIT FLORIDA May 24, 2016 Meeting Report
      3. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program
         a. Selection of a Travel Show Coordinator for 2016-17
         b. Travel Shows and Assignments (Tentative)
D. Other Staff Items
   1. Suwannee River Paddling Guide Distribution Policy
   2. Trademark Filing Status Report
   3. Consideration of Changes to Website Home Page
   4. Hamilton County and Suwannee County Tourist Development Council Update
   5. Frank Levene Visit, June 24 - 28, 2016
   6. Regional Rural Development Grant Fiscal Year 2016 - 17
      Discussion of Proposed Projects
      a. Hootsuite
      b. Undiscovered Florida Co-Op Advertisement
   7. Regional Rural Development Grant Fiscal Year 2017 - 18
      Discussion of Proposed Projects

E. VISIT FLORIDA Monthly Report, Brenna Dacks

F. 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: Cody Gray, Columbia County Tourist Development Council, New Look Olustee and Tourism in Columbia County.

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., July 21, 2016 at a location to be determined in Lafayette County.