

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Monticello Opera House
Monticello, FL
Jefferson County

April 21, 2016
Thursday, 10:00 a.m.

MEMBERS PRESENT

Lois Nevins, Alachua County
Paula Vann, Columbia County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Carol McQueen, Levy County
Lisa Frieman, Madison County, Treasurer
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Diane Bardhi, Wakulla County

OTHERS PRESENT

Dick Bailar
Brenna Dacks, VISIT FLORIDA
Bob Gitzen, Florida Department of Economic
Opportunity
Roland Loog
Ed Miller
Dr. Helen B. Miller
Kirk Reams, Jefferson County Clerk of the Court
Debbie Snap, Monticello News
Tommy Thompson, Two Tree

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Donna Creamer, Gilchrist County
Helen Koehler, Levy County
Dave Mecusker, Union County
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Chair Dawn Taylor, noting the presence of a quorum, opened the meeting at 10:10 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor asked for approval of the meeting agenda.

ACTION: Nancy Wideman moved and Katrina Richardson seconded to approve the agenda as circulated. The motion passed unanimously.

III. APPROVAL OF THE MARCH 17, 2016 MINUTES

Chair Taylor asked for approval of the March 17, 2016 meeting minutes.

ACTION: Lisa Freeman moved and Ms. Richardson seconded to amend the March 17, 2016 meeting minutes to identify the meeting location as Jellystone Park, Madison Florida, and to approve the March 17, 2016 minutes as amended. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

a. Monthly Financial Report Review and Approval, February 29, 2016

Lisa Frieman presented the monthly financial report for February 2016.

ACTION: Ms. Wideman moved and Ms. Richardson seconded to approve the February 2016 financial report. The motion passed unanimously.

B. Fiscal Year 2015-16 Florida Department of Economic Opportunity Regional Rural Development Grant

1. Contract Status

Steven Dopp noted that two signed originals of the contract were recently signed and mailed to the Florida Department of Economic Opportunity for their signature.

2. Scope of Work Discussion

a. Bicycle Routes for New Member Counties

Mr. Dopp reported that work has not begun on the deliverable.

b. Tourism Brochure Distribution

Mr. Dopp reported that brochures had been recently delivered to the two brochure distribution companies under contract with the Task Force. Mr. Dopp further reported that he had recently shipped brochures to both the I-10 and I-75 Welcome Centers.

c. Identification of County Bicycle Routes for Ultimate Bicycling Guide

Mr. Dopp requested the Task Force forward to him county bicycle routes for inclusion in the Ultimate Bicycle Guide.

b. Identification of Springs for Ultimate Springs Guide

The Task Force reviewed the list of candidate springs included in the meeting packet for the Ultimate Springs Guide and agreed by consensus to add the Blue Grotto in Levy County to the list of candidate springs. The Task Force also agreed by consensus to include all of the candidate springs in the Ultimate Springs Guide.

3. 2016 Task Force Marketing Project

Mr. Dopp recommended that a tentative meeting date be selected for the Task Force Marketing Committee to review proposals received for the 2016 Task Force Marketing Project. The Task Force agreed by consensus for the Marketing Committee to meet May 12, 2016 at a location to be determined to review the received proposals.

ACTION: Ms. McQueen moved Ms. Wideman seconded to add the Withlacoochee River South to the State-Designated Paddling Trails Trail Guide. The motion passed unanimously.

4. Southeast Tourism Society Marketing College and Florida Governor's Tourism Conference Scholarships

Mr. Dopp stated that registration forms have been submitted to the Southeast Tourism Society. He requested attendees to the Southeast Tourism Society Marketing College to contact him if they had not been contacted by the Southeast Tourism Society.

5. eNewsletters

Mr. Dopp stated that the spring newsletter has been distributed to over 3,000 email addresses. He noted that Mailchimp analytics indicate that the newsletter received an above-average rate of openings resulting in an above-average rate of click-thrus to the Task Force website.

6. Florida Welcome Center Festivals

Mr. Dopp asked if any Task Force members were interested in attending the I-10 Welcome Center Festival June 10, 2016 near Pensacola. Diane Bardhi and Ms. Frieman volunteered to staff a booth on behalf of the Task Force.

7. Travel Show Assignments

The Task Force reviewed travel show assignments for The Villages, Tampa, Minneapolis and Hershey, Pennsylvania travel shows.

8. Undiscovered Florida Advertisement

Mr. Dopp stated that a copy of the Undiscovered Florida advertisement is included in the meeting packet.

C. VISIT FLORIDA Grants

1. VISIT FLORIDA 2015-16 Conservation Heritage Rural and Nature Grant
(website blogger)

Mr. Dopp reported on the status of the website blogs.

2. VISIT FLORIDA - North Central Florida Fiscal Year 2015-16 Rural Area of Opportunity Partnership Program

- a. ITB Berlin Show Report

Roland Loog reported on the ITB Berlin Show.

- b. Canoecopia Show Report

Tommy Thompson reported on the Canoecopia Show.

- c. Philadelphia Travel and Adventure Show

Mr. Loog reported on the Philadelphia Travel and Adventure Show.

- d. Promotional Items - Flash Cards and Eyeglass Straps

Mr. Dopp reported on the purchase of promotional items.

- e. Selection of Cedar Key Getaway Travel Contest Winner

Diane Lawler was selected by Chair Taylor at random from the list of names and email addresses collected at travel shows as the winner of the Cedar Key Getaway Travel Contest.

D. Other Staff Items

1. Intern Activity Report

Mr. Dopp reported on recent activities of the Task Force intern.

2. Trademark Filing Status

Mr. Dopp reported that staff has researched filing a trademark for "Visit Natural North Florida" and anticipates submitting a trademark application soon.

3. Presentation to Suwannee County Tourist Development Council

Mr. Dopp updated the Task Force on efforts to contact the Suwannee County and Hamilton County Tourist Development Councils to recruit their respective counties to rejoin the Task Force.

4. VISIT FLORIDA Fiscal Year 2016-17 Rural Area of Opportunity Partnership

Mr. Dopp reported on communications with VISIT FLORIDA staff regarding the Fiscal Year 2016-17 Rural Area of Opportunity Partnership. He noted that VISIT FLORIDA staff will agree to increase funding and the number of travel shows attended by the Task Force. Mr. Dopp recommended that the Task Force add an additional out-of-state domestic travel show as well as a subscription to VisaVues to its next Regional Rural Development Grant. Mr. Dopp noted that VISIT FLORIDA desires the Task Force to also represent Riverway South at the travel shows and for Riverway South to also represent Visit Natural North Florida at the travel shows it attends.

Chair Taylor suggested that she and Mr. Dopp meet with VISIT FLORIDA staff for a face-to-face meeting.

Brenna Dacks suggested that Roland also be part of such a meeting.

Roland Loog suggested that Heather Lopez of Riverway South be included as well as Donna Creamer and Carol McQueen.

It was agreed by consensus for Mr. Dopp to contact Heather Lopez of Riverway South to see if she is interested in attending such meeting and for Mr. Dopp to schedule a meeting with VISIT FLORIDA staff prior to May 24, 2016.

5. Regional Rural Development Grant Fiscal Year 2016 - 17

The Task Force reviewed the list of potential projects included in the meeting packet for the Fiscal Year 2016-17 Regional Rural Development Grant included in the meeting packet.

The Task Force agreed by consensus to delete the publication of the Big Bend Saltwater Paddling Guide, delete the Foreign Travel Agent Services item, add an additional out-of-state travel show and add the purchase of VisaVues domestic and international versions.

6. The Suwannee River Basin “Original Florida’s” Outdoor Recreation Compact

Dr. Helen Miller, Town of White Springs Councilwoman, discussed the purposes of the Suwannee River Basin Compact. She requested that the Compact be allowed to use “Original Florida” in its name and invited the Task Force to work with the Compact for the common goal of outdoor recreation facilities. The Task Force agreed by consensus to continue to request that the Compact exclude “Original Florida” from its name. The Task Force also agreed by consensus to work with the Compact in regards to promoting outdoor recreation.

F. VISIT FLORIDA Report

Brenna Dacks of VISIT FLORIDA presented the VISIT FLORIDA report.

G. Other Old Business

1. Updated Task Force Member Contact Information

No changes were requested to be made to the contact information.

2. Meeting Dates and Locations

Chair Taylor noted that a large number of members would be attending either the Southeast Tourism Conference Marketing College or the annual Florida Association of Destination Marketing Organizations meeting on the date of the scheduled May 2016 Task Force meeting.

ACTION: Ms. McQueen moved Ms. Wideman seconded to cancel the May 19, 2016 Task Force meeting. The motion passed unanimously.

V. NEW BUSINESS

A. Recognition of Nancy Wideman for Service as Chair of The Original Florida Tourism Task Force

Chair Taylor presented Ms. Wideman with a framed photo by John Moran in recognition of her service as Task Force Chair for Program Years 2013-14 and 2014-15.

B. Announcements

Task Force members made various announcements of interest to the Task Force.

C. Other New Business

No new business was discussed.

VI. LEADERSHIP FORUM

Kirk Reams, Jefferson County Clerk of the Court discussed the Old Jefferson County High School Grant and other Jefferson County grant-funded projects.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., June 16, 2016 at a location to be determined in Columbia County, Florida.

The meeting adjourned at 1:40 p.m.

Dawn Taylor, Chair

6/16/16
Date

Minutes prepared by Steven Dopp of the North Central Florida Regional Planning Council.