

Jellystone Park Camp Resort
Madison, FL
Madison County

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

MEMBERS PRESENT

Lois Nevins, Alachua County
Donna Creamer, Gilchrist County
Katrina Richardson, Jefferson County
Nancy Wideman, Jefferson County
Susie Page, Lafayette County, Vice-Chair
Lisa Frieman, Madison County, Treasurer
Brenda Graham, Madison County
Sandy Beach, Taylor County
Dawn Taylor, Taylor County, Chair
Dave Mecusker, Union County
Diane Bardhi, Wakulla County

OTHERS PRESENT

Kate Chunka, VISIT FLORIDA

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Martin Pierce, Dixie County
Helen Koehler, Levy County
Carol McQueen, Levy County
Gail Gilman, Wakulla County

I. CALL TO ORDER, INTRODUCTIONS

Chair Dawn Taylor, noting the presence of a quorum, opened the meeting at 10:05 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor asked for approval of the meeting agenda.

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

III. APPROVAL OF THE FEBRUARY 18, 2016 MINUTES

Chair Taylor asked for approval of the February 18, 2016 meeting minutes.

ACTION: Susie Page moved and Lois Nevins seconded to approve the February 18, 2016 minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

a. Monthly Financial Report Review and Approval, January 31, 2016

Lisa Frieman presented the monthly financial report for January 2016.

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

B. Fiscal Year 2014-15 Florida Department of Economic Opportunity Regional Rural Development Grant

Steven Dopp reported that the Task Force had recently received a check for the final reimbursement in the amount of \$73,925.00 for the completion of all deliverables under to Fiscal Year 2014-15 Regional Rural Development Grant.

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

1. Contract Status

Mr. Dopp provided an update on the status of the Fiscal Year 2015-16 Florida Department of Economic Opportunity Regional Rural Development Grant contract.

2. Scope of Work Discussion

a. Identification of County Bicycle Routes for the Ultimate Bicycling Guide

Mr. Dopp requested the Task Force to 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.

3. Approval of Request for Proposals - 2016 Task Force Marketing Project

Mr. Dopp presented the 2016 Task Force Marketing Project Request for Proposals. He stated that the proposal combines into a single request for proposal the Ultimate Bicycle Guide, the Ultimate Springs Guide and the digital advertising campaign. He noted that the proposal calls for the Marketing Committee to rank and select the proposer.

ACTION: Ms. Wideman moved and Brenda Graham seconded to approve and publish the request for proposals as circulated, to appoint Donna Creamer, Susie Page and Katrina Richardson to the Task Force Marketing Committee for a one-year term effective immediately and to authorize the Task Force Marketing Committee to select the winning proposer for 2016 Task Force Marketing Project, and to authorize the Chair to enter into a contract for services with the selected proposer. The motion passed unanimously.

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

Task Force members reviewed delegates to the Marketing College and Governor's Tourism Conference contained in the meeting packet. The Committee agreed by consensus to replace Ms. Frieman with Ms. Page as a delegate to the Marketing College.

Mr. Dopp requested that delegates to the Marketing College complete and submit a registration form to him by April 1, 2016 so that the Task Force can meet the reservation deadline.

5. eNewsletters

Mr. Dopp presented a status report on the quarterly eNewsletters. He noted that staff has entered over 2,800 email addresses into the Mailchimp account and anticipates publishing the first eNewsletter by the end of March 2016.

6. Travel Show Assignments

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

7. Undiscovered Florida Advertisement

Mr. Dopp updated the Task Force on the status of the Undiscovered Florida advertisement.

D. 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. Chicago RV & Camping Show Report

Diane Bardhi reported on the Chicago RV & Camping Show.

b. Washington, D.C., Outdoor Adventure Show Report

Ms. Page reported on the Washington, D.C., Outdoor Adventure Show.

c. Toronto Outdoor Adventure Show

Donna Creamer reported on the Toronto Outdoor Adventure Show.

d. ITB Berlin Show Report

No report was presented on the ITB Berlin Show.

e. Canoecopia Show Report

No report was presented on the Canoecopia Show.

f. Promotional Items - Flash Cards and Eyeglass Straps

Mr. Dopp reported on the purchase of promotional items.

g. VNNF.ORG Website Analytics, 2011 - 2015

Mr. Dopp presented a report on website analytics for the 2011 - 2015 time period.

E. Other Staff Items

1. The Suwannee River Basin "Original Florida's" Outdoor Recreation Compact

Chair Taylor discussed the information included in the Task Force regarding the Suwannee River Basin "Original Florida's" Outdoor Recreation Compact. She noted that she had invited Helen Miller, Compact Chair to attend, but she was unable to attend the meeting due to illness.

ACTION: Ms. Creamer moved and Ms. Page seconded to have Ms. Frieman ask Ms. Miller to discontinue using the "Original Florida" trademarked name in association with the Compact. The motion passed unanimously.

ACTION: Ms. Beach moved and Ms. Creamer seconded to authorize staff to expend up to \$400 from Task Force reserves to trademark "Natural North Florida." The motion passed unanimously.

2. Discussion of Places to Eat Selection Criteria for Task Force Website

Mr. Dopp noted that fast food franchise restaurants are listed on the Task Force website. He advised that the Task Force consider eliminating or limiting the number of such restaurants on the website in order to highlight locally-owned restaurants.

ACTION: Ms. Beach moved and Ms. Graham seconded to prohibit the listing of fast food franchise restaurants and to remove all existing fast food chain restaurants from the Task Force website. The motion passed unanimously.

3. Letter to Hamilton County Tourist Development Council

Mr. Dopp discussed the letter sent by the Task Force to Randy Ogburn, Chair of the Hamilton County Tourist Development Council. He noted that a copy of the letter was included in the Task Force meeting packet.

4. Presentation to Suwannee County Tourist Development Council

Mr. Dopp stated that the Executive Director position at the Suwannee County Chamber of Commerce and Tourist Development Council has not yet been filled. He recommended that the presentation to the Suwannee County Tourist Development Council be postponed until such time as the position is filled.

5. RV and Outdoor Adventure Brochures - Printing Costs

Mr. Dopp discussed the costs incurred by the North Central Florida Regional Planning Council to print the recreational vehicle and outdoor adventures brochures.

ACTION: Ms. Beach moved and Ms. Creamer seconded to authorize staff to expend funds from Task Force reserves to pay for the printing costs incurred by the North Central Florida Regional Planning Council for the printing of the recreational vehicle and outdoor adventures brochures. The motion passed unanimously.

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

The Committee discussed the VISIT FLORIDA Fiscal Year 2016-17 Rural Area of Opportunity Partnership.

7. Regional Rural Development Grant Fiscal Year 2016-17 Discussion of Proposed Projects

The Committee discussed potential projects for the Regional Rural Development Grant Fiscal Year 2016-17 grant.

F. VISIT FLORIDA Report

Kate Chunka of VISIT FLORIDA presented the VISIT FLORIDA report.

G. Other Old Business

1. Updated Task Force Member Contact Information

Changes were requested to be made to the contact information.

2. Meeting Dates and Locations

No changes were made to 2016 Task Force meeting dates and locations.

V. NEW BUSINESS

A. Announcements

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

B. Other New Business

1. Suwannee River Wilderness Trail Guide - Florida Paddling Trails Association

Mr. Dopp stated that he had received a request from the Florida Paddling Trails Association for two boxes of Suwannee River Wilderness Trail guides. The Task Force agreed by consensus to provide one box of paddling guides to the Florida Paddling Trails Association.

VI. LEADERSHIP FORUM

Savanna Barry, University of Florida Institute of Food and Agricultural Sciences, gave a presentation regarding the new Nature Coast Biological Station which is under construction in Cedar Key.

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, Florida.

The meeting adjourned at 1:15 p.m.


Dawn Taylor, Chair

6/16/16
Date

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