

Casa Isabel
Lake City, FL
Columbia County

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

MEMBERS PRESENT

Lois Nevins, Alachua County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Donna Creamer, Gilchrist 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
Dawn Taylor, Taylor County, Chair
Diane Bardhi, Wakulla County

OTHERS PRESENT

Brenna Dacks, VISIT FLORIDA
Cody Gray, Columbia County
Tourist Development Council
Jimmy Johnson, Bienville Plantation
Roland Loog, Alachua County
Susan Ramsey, Hamilton County
Economic Development Authority
Mary Reichardt, Visit Gainesville
Felisha Schiavone, Gilchrist County
Tourist Development Council
Tommy Thompson, Two Tree, Inc.

MEMBERS ABSENT

Ron Gromoll, Alachua County
Daniel Riddick, Bradford County
Will Sexton, Bradford County
Martin Pierce, Dixie County
Sandy Beach, Taylor County
Dave Mecusker, Union County
Gail Gilman, Wakulla County

STAFF PRESENT

Steven Dopp

I. CALL TO ORDER, INTRODUCTIONS

Chair Dawn Taylor, noting the presence of a quorum, opened the meeting at 10:13 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

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

III. APPROVAL OF THE APRIL 21, 2016 MINUTES

Chair Taylor asked for approval of the April 21, 2016 meeting minutes.

ACTION: Ms. Wideman moved and Lisa Frieman seconded to approve the April 21, 2016 meeting minutes as circulated. The motion passed unanimously.

IV. OLD BUSINESS

A. Committee Reports

1. Financial Committee Reports

a. Monthly Financial Report Review and Approval, March 31, 2016 and April 30, 2016

Ms. Frieman presented the monthly financial reports for March and April 2016.

ACTION: Donna Creamer moved and Ms. Wideman seconded to approve the March and April 2016 financial reports. The motion passed unanimously.

2. Marketing Committee Report

a. Review and Approval of Initial Design Concepts.

Mr. Dopp reported that the Marketing Committee met May 11, 2016 to review and rank proposals received for the 2016 Marketing Project. He noted that only one proposal was received, which was from Sparxoo. Mr. Dopp noted that the Committee could have rejected the proposal and re-advertised. However, the Committee accepted the Sparxoo proposal and the Task Force entered into a contract with Sparxoo for the project.

Mr. Dopp noted that the meeting package includes initial design concepts from Sparxoo and that Sparxoo has requested the review and approval of the initial design concepts for the project.

ACTION: Ms. Wideman moved and Katrina Richardson seconded to approve the initial design concepts contained in the meeting packet and require Sparxoo to make a presentation to the Task Force of the Ultimate Bicycle Guide and the Ultimate Springs Guide before they are live on the Task Force website. The motion passed unanimously.

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

1. 2016 Task Force Marketing Project

a. Consideration of Adding Hamilton County

Mr. Dopp stated that Hamilton County desires to rejoin the Task Force. Susan Ramsey, Executive Director of the Hamilton County Economic Development Authority, presented a check to the Task Force for its 2016-17 Cooperative Regional Program Marketing Fee. He further noted that the Hamilton County Tourist Development Council has recommended that

the Hamilton County Board of County Commissioners appoint Ms. Ramsey and Jennifer Hand, staff to the Hamilton County Tourist Development Council, as Task Force representatives.

Mr. Dopp requested that the Task Force include Hamilton County in the 2016 Marketing Project. He requested authorization to transfer \$1,250 from another 2015-16 Florida Department of Economic Opportunity Regional Rural Development Grant deliverable which is not anticipated to be expended to the 2016 Marketing Project and to authorize the Chair to enter into a contract amendment with Sparxoo to include Hamilton County in the 2016 Marketing Project.

ACTION: Ms. Wideman moved and Ms. Page seconded to add Hamilton County to the 2016 Marketing Project and to authorize staff to identify and transfer \$1,250 of unused funds from a 2015-16 Florida Department of Economic Opportunity Regional Rural Development Grant deliverable which is not anticipated to be expended to the 2016 Marketing Project. The motion passed unanimously.

b. Bicycle Routes and Springs for New Member Counties

Mr. Dopp reported that Sparxoo, at the May 11, 2016 Marketing Committee meeting, recommended the Task Force remove the existing bicycle route map from the website. He noted that Sparxoo stated that having both the regional/county bicycle route maps and the new Ultimate Cycling Guide on the website may be confusing to users. Mr. Dopp noted that should the Task Force agree to the recommendation, it may wish to not expend the \$3,000 of the deliverable marked for the creation of Bradford and Columbia County bicycle route maps to the existing regional bicycle route map. Mr. Dopp stated that the unused funds could be used for other deliverables such as printing a larger quantity of Ultimate Bicycle Guides.

It was agreed by consensus to not create additional bicycle route maps for new member counties and to use the unexpended funds for another deliverable.

c. Identification of County Bicycle Routes for Ultimate Cycling Guide

Mr. Dopp reported that Sparxoo is trying to identify bicycle routes as quickly as possible. He noted that they plan to use existing Ride with GPS bicycle routes available at www.ridewithgps.com. Mr. Dopp distributed copies of bicycle routes recommended by Sparxoo. He noted that some of the recommended routes may not be acceptable to some counties. He suggested that the Task Force use the unexpended \$3,000 from the regional/county bicycle route maps and as well as \$2,000 from the in-state travel show deliverable to contract for the development of additional routes.

Ms. Richardson recommended Tracy Draper of Jefferson County as a candidate to develop bicycle routes.

ACTION: Ms. Creamer moved and Ms. Richardson seconded a motion to transfer \$3,000 in unexpended funds from the Regional/County Bicycle Routes deliverable and up to \$2,000 of unexpended funds from other deliverables to contract with a vendor to prepare additional county-level bicycle compatible with Ride with GPS. The motion carried unanimously.

2. Tourism Brochure Distribution

Mr. Dopp reported that brochures continue to be distributed through the existing Task Force brochure distribution companies.

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

Mr. Dopp stated that Task Force members and/or associates attended the May 2016 Southeast Tourism Society Marketing College. Ms. Creamer stated that she would be unable to attend the 2016 Florida Governor's Tourism Conference.

4. eNewsletters

Mr. Dopp stated that the Task Force intern prepared a summer eNewsletter which will be distributed at the end of the month.

5. Travel Expo at The Villages Show Report

Tommy Thompson reported on the Travel Expo. He noted that the event was lightly attended and recommends that the Task Force discontinue attending the event.

6. I-10 Welcome Center Summer Festival

Mr. Dopp reported that the two Task Force members assigned to staff a Task Force table at the I-10 Welcome Center Summer Festival were unable to attend. Mr. Dopp noted he was unable to find other Task Force members able to attend the festival. Therefore, the Task Force did not exhibit at the festival and cannot be reimbursed for accrued expenses for the show through the Florida Department of Economic Opportunity Regional Rural Development Grant. He stated that the \$60 spend for registering for the show will have to be paid from Task Force reserve funds.

7. Undiscovered Florida Advertisement

Mr. Dopp stated that he is receiving leads from the Undiscovered Florida advertisement and is forwarding them to Task Force members. He also noted that the Task Force received an estimate from Worth International for the Undiscovered Florida advertisement for next year. He noted that the estimate 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 that the contract period ended on June 15, 2016 and has submitted a reimbursement package to VISIT FLORIDA.

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

Mr. Dopp reported that he has submitted a reimbursement package to VISIT FLORIDA

a. Report on Cedar Key Getaway Travel Contest Winner

Mr. Dopp reported that the getaway travel contest winner did not respond by a time certain to accept the travel package.

The Task Force agreed by consensus to allow staff to select another travel show contest winner at random for the Cedar Key Getaway Travel Contest.

b. VISIT FLORIDA May 24, 2016 Meeting Report

Mr. Dopp reported on the VISIT FLORIDA meeting. He noted that VISIT FLORIDA desires a combined marketing effort with Riverway South, a combined brochure featuring both organizations and cross-training of each organization's booth team members to familiarize themselves with the products of the other region. Mr. Dopp noted that VISIT FLORIDA accepted funding the Task Force for two booth representatives. He also stated that the Task Force requested an additional European show, a larger advance, and additional funds for promotional items. Mr. Dopp stated that the Task Force report, presentation, and recommendations were favorably received by VISIT FLORIDA.

3. VISIT FLORIDA - The Original Florida Tourism Task Force Fiscal Year 2016-17 Rural of Area Opportunity Program

a. Selection of a Travel Show Coordinator

Mr. Dopp noted that Roland Loog is relinquishing his role as Travel Show Coordinator.

Mr. Loog recommended the appointment of Donna Creamer as the new Travel Show Coordinator.

ACTION:

Brenda Graham moved and Ms. Frieman seconded to appoint Donna Creamer as the Fiscal Year 2016-17 VISIT FLORIDA - The Original Florida Tourism Task Force Travel Show Coordinator and authorize the Executive Director to enter into a Travel Show Coordinator contract with Ms. Creamer for up to \$14,300 for the performance of Travel Show Coordinator duties subject to Ms. Creamer resigning as a member of The Original Florida Tourism Task Force prior to entering into a contract with the Task Force. The motion carried unanimously.

b. Travel Show Assignments (Tentative)

The Task Force agreed by consensus to the following travel show assignments.

The Original Florida Tourism Task Force
Travel Shows and Show Assignments, 2016-17 Travel Show Season
June 16, 2016

Number	Show Name	Leader	2nd Person	Alternate	Leader Departure Date	Member Departure Date	Show Dates	Return Travel Date
1	Hershey RV Show	Donna Creamer	Dawn Taylor	Katrina Richardson	September 12, 2016	September 13, 2016	September 14 - 18, 2016	September 19, 2016
2	London World Travel Market	TSC	Katrina Richardson	Carol McQueen	November 3, 2016	November 3, 2016	November 7 - 9, 2016	November 10, 2016
3	Minneapolis Outdoor Adventure Expo	Sandy Beach	Diane Barzhi	Susie Page	November 16, 2016	November 17, 2016	November 18 - 20, 2016	November 21, 2016
4	Atlanta Boat Show	TSC	Susan Ramsey	Roland Loog	January 10, 2017	January 11, 2017	January 12 - 15, 2017	January 16, 2017
5	Washington, DC Travel & Adventure Show	Roland Loog	Columbia County	Mary Reichardt	January 12, 2017	January 13, 2017	January 14 - 15, 2017	January 16, 2017
6	Chicago Travel & Adventure Show	TSC	Hamilton County	Sandy Beach	January 19, 2017	January 20, 2017	January 21 - 22, 2017	January 23, 2017
7	New York Times Travel Show	Roland Loog	Dawn Taylor	Mary Reichardt	January 25, 2017	January 26, 2017	January 27 - 29, 2017	January 30, 2017
8	Atlanta Camping & RV Show	TSC	Diane Barzhi	Roland Loog	January 25, 2017	January 26, 2017	January 27 - 29, 2017	January 30, 2017
9	Telegraph Outdoor Adventure & Travel Show	Tommy Tompson	Russ McCallister	Roland Loog	February 12, 2017	February 12, 2017	February 16 - 19, 2017	February 20, 2017
10	Chicago RV & Camping Show	Roland Loog	Sandy Beach	Lois Nevins	February 13, 2017	February 14, 2017	February 15 - 19, 2017	February 20, 2017
RWS	Nashville RV Super Show	TSC	N/A	N/A	February 15, 2017	N/A	February 17 - 19, 2017	February 20, 2017
11	Toronto Outdoor Adventure Show	Katrina Richardson	Mary Reichardt	Carol McQueen	February 22, 2017	February 23, 2017	February 24 - 26, 2017	February 27, 2017
12	ITB-Berlin	TSC	Roland Loog	Katrina Richardson	March 4, 2017	March 4, 2017	March 8 - 12, 2017	March 13, 2017
13	Canoe/copia	Tommy Tompson	Russ McCallister	Carol McQueen	March 8, 2017	March 9, 2017	March 10 - 12, 2017	March 13, 2017
14	Philadelphia Travel & Adventure Show	Dawn Taylor	Susie Page	Roland Loog	March 23, 2017	March 24, 2017	March 25 - 26, 2017	March 27, 2017
15	Dallas Travel & Adventure Show	TSC	Carol McQueen	Susie Page	March 30, 2017	March 31, 2017	April 1 - 2, 2017	April 3, 2017
16	Bike Expo New York	Mary Reichardt	Diane Barzhi	Paula Vann	April 27, 2017	April 28, 2017	April 29-30, 2016	May 1, 2017

Notes: TSC = Travel Show Coordinator

RWS = Riverway South

N/A = Not Applicable

Italicized shows are combined shows with Riverway South

Underlined shows are shows funded by the Task Force Regional Rural Development Grant.

Underlined show is Riverway South Show

D. Other Staff Items

1. Suwannee River Paddling Guide Distribution Policy

Mr. Dopp requested that the Task Force ration its remaining supply of Suwannee River Paddling Guides so that the existing stock will last through 2017. He noted that the Task Force had ten boxes of guides remaining and that one of the boxes was previously earmarked by the Task Force for Suwannee County. He noted that without Task Force policy guidance he is distributing boxes of guides to any Task Force member county that requests them.

ACTION: Ms. Graham moved and Ms. Creamer seconded to prohibit the distribution of Suwannee River Paddling Guides at travel shows and to limit the distribution of the guides to Task Force member counties which are adjacent to the Suwannee River. The motion carried unanimously.

2. Trademark Filing Status

Mr. Dopp reported that staff has received notification from the U.S. Patent Office that the "Visit Natural North Florida" trademark was successfully filed.

3. Consideration of Changes to Website Home Page

Mr. Dopp presented proposed changes to the website home page in order to have the more interesting items on the Task Force website easier for users to find. He recommended that the Task Force add this item to its Fiscal Year 2016-17 Florida Department of Economic Opportunity Regional Rural Development Grant application.

It was agreed by consensus to add the proposed home page changes as a work item in the Fiscal Year 2016-17 Florida Department of Economic Opportunity Regional Rural Development Grant application.

4. Hamilton County and Suwannee County Tourist Development Council Update

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

5. Frank Levene Visit, June 24 - 28, 2016

Mr. Dopp reported that Frank Levene, a British-based tourism and trade professional, will be the region in an effort to gather information of interest to British tourists. Mr. Dopp requested Task Force members to contact Mr. Levene if they could assist with his tour.

6. Regional Rural Development Grant, Fiscal Year 2016 - 2017 - Discussion of Proposed Projects

The Task Force discussed potential projects for the Fiscal Year 2016-17 Florida Department of Economic Opportunity Regional Rural Development Grant application.

7. Regional Rural Development Grant, Fiscal Year 2017 - 2018 - Discussion of Proposed Projects

The Task Force discussed potential projects for the Fiscal Year 2017-18 Florida Department of Economic Opportunity Regional Rural Development Grant application.

E. VISIT FLORIDA Report

Brenna Dacks of VISIT FLORIDA presented the VISIT FLORIDA report.

F. 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 VISIT FLORIDA has requested a meeting to be held in August 2016 with travel show representatives of both Riverway South and the Task Force for purposes of introducing them to the tourism attractions in each region and that the meeting occur during the regularly-scheduled August 2016 meeting of the Task Force. She also requested that the August 2016 Task Force meeting be moved from Gilchrist County to the VISIT FLORIDA office located in Tallahassee. She further requested that the September 2016 Task Force meeting be held in Gilchrist County.

The Task Force agreed by consensus to hold its regularly-scheduled August 2016 meeting at VISIT FLORIDA headquarters and to hold its regularly-scheduled September 2016 meeting in Gilchrist County.

V. NEW BUSINESS

A. 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

No leadership forum was held.

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, Florida.

The meeting adjourned at 1:47 p.m.


Dawn Taylor, Chair

7/21/16
Date

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