MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force on September 15, 2016. The meeting will be held in the Santa Fe Room, Best Western Gateway Grand, 4200 NW 97th Boulevard, Gainesville, Florida beginning at 10:00 a.m.
The Original Florida
TOURISM TASK FORCE
Meeting Agenda

Santa Fe Room, Best Western Gateway Grand
4200 NW 97th Boulevard, Gainesville, FL
Alachua County

September 15, 2016
Thursday 10:00 a.m.

I. Call to Order, Introductions
II. Approval of the Agenda
III. Approval of the August 18, 2016 Meeting Minutes
IV. Old Business
   A. Committee Reports
      1. Finance Committee Report
   B. Fiscal Year 2015-16 Florida Department of Economic Opportunity Grant
      1. 2016 Task Force Marketing Project
         a. 2016 Marketing Project Update and Request for Approval
            Adrienne Morgan, Senior Director, Strategy & Business Development Sparxoo, Inc.
            1. Ultimate Springs Guide Website
            2. Ultimate Springs Guide Guidebook
            3. Ultimate Bicycle Guide Website
            4. Ultimate Bicycle Springs Guide pdf Guidebook
            5. Digital Advertising Campaign
      2. Bicycle Routes for New Member Counties
      3. Website Blogs
      4. Tourism Brochure Distribution
      5. Fall eNewsletter
      6. 2016 Florida Governor’s Tourism Conference
      7. Undiscovered Florida Advertisement
      8. Tampa Boat Show, September 8 - 12, 2016 Report
      9. Hershey RV Show, September 14 - 18, 2016
     10. Midwest Mountaineering (Minneapolis) Outdoor Adventure Expo, November 18 - 20, 2016
C. Staff Items
   1. Purchase of Three Folding Hand Carts
   2. Suwannee County Tourist Development Council Update
   3. Fiscal Year 2017-18 Work Program and Authorization to Prepare a Fiscal Year 2017-18 Regional Rural Development Grant Application
   4. Letter to Florida Fish and Wildlife Commission Requesting Authorization to Post Fish and Wildlife Commission Publications on Task Force Website
   5. Task Force Credit Card

D. VISIT FLORIDA Grants
   1. VISIT FLORIDA - North Central Florida Fiscal Year 2016-17 Rural Area of Opportunity Partnership Program
      a. Travel Shows and Assignments
      b. New Regional Brochure
      c. Promotional Items

E. Other Staff Items

F. VISIT FLORIDA Monthly Report, Brenna Dacks

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

V. New Business
A. Staff Items
   1. Request for Six Replacement Suwannee River Wilderness Trail Paddle Guides, Boy Scout Troop 23, South Miami, Florida

B. Other New Business

VI. Leadership Forum: Steven Dopp and Roland Loog - North Central Florida Rural Area of Opportunity Partnership 2016 Travel Show Report

VII. Adjournment

Date and Location of Next Meeting:

The next regular meeting is scheduled for 10:00 a.m., October 20, 2016 at a location to be determined in Wakulla County.