

MINUTES OF
The Original Florida
TOURISM TASK FORCE

Suwannee River Rendezvous
Mayo, FL
Lafayette County

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

MEMBERS PRESENT

Ron Gromoll, Alachua County
Lois Nevins, Alachua County
Will Sexton, Bradford 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

Donna Creamer, Gilchrist County
Marianne Graves, Madison County
Jennifer Hand, Hamilton County
Jimmy Johnson, Bienville Plantation
Jerrie Lindsay, Florida Fish and Wildlife
Conservation Commission
Roland Loog, Alachua County
Susan Ramsey, Hamilton County
Economic Development Authority
Tommy Thompson, Two Tree, Inc.

STAFF PRESENT

Steven Dopp

MEMBERS ABSENT

Daniel Riddick, Bradford County
Paula Vann, Columbia County
Russ McCallister, Dixie County
Martin Pierce, Dixie 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 10:13 a.m. and asked for introductions.

II. APPROVAL OF THE AGENDA

Chair Taylor requested approval of the meeting agenda.

Lisa Frieman stated that she is resigning as Treasurer since she is leaving the employment of the Greater Madison County Chamber of Commerce.

Chair Taylor stated that a new Treasurer was needed to fill the remainder of Treasurer Frieman's term.

ACTION: Nancy Wideman moved and Ron Gromoll seconded to amend the agenda to add item V.B.1, Election of Treasurer, and to approve the agenda as amended. The motion passed unanimously.

III. APPROVAL OF THE JUNE 16, 2016 MINUTES

Chair Taylor asked for approval of the June 16, 2016 meeting minutes.

ACTION: Katrina Richardson moved and Brenda Graham seconded to approve the June 16, 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, May 31, 2016

Mr. Dopp presented the monthly financial report for May 31, 2016.

ACTION: Ms. Wideman moved and Susie Page seconded to approve the May 31, 2016 financial report. 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. Identification of County Bicycle Routes for Ultimate Bicycle Guide

Mr. Dopp presented the draft bicycle routes for the Ultimate Bicycle Guide. He stated that staff has used the additional funds allocated to the project at the June 16, 2016 meeting to purchase a one-year subscription to RideWithGPS and to contract with Tommy Thompson to field-verify the cue sheets, photograph the routes and assist with the bicycle route descriptions.

It was agreed by consensus to use any unspent Regional Rural Development funds to print additional copies of the printed Ultimate Bicycle Guide rather than to print copies of the Ultimate Springs Guide.

b. Tourism Brochure Distribution

Mr. Dopp reported that the Springs and More brochure continue to be distributed along Interstates 10 and 75.

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

Mr. Dopp stated that the Task Force has registered and paid the Governor's Conference registration fees for Diane Bardhi, Brenda Graham, Katrina Richardson and himself. He asked attendees to submit an expense reimbursement form for their remaining expenses following their attendance at the conference.

ACTION: Ms. Wideman moved and Dave Mecusker seconded for the Task Force to obtain a credit card. The motion passed unanimously.

d. Summer eNewsletter

Mr. Dopp stated that a copy of the summer eNewsletter was distributed June 29, 2016 and that a copy of it was included in the meeting packet. He noted that it featured the opening of scallop season and suggestions to encourage I-75 travelers to stop in the region. He noted that the fall eNewsletter is anticipated to feature suggestions to encourage I-10 travelers to stop in the region. He asked Task Force members to forward to him or the Task Force intern any ideas they may have for upcoming eNewsletters.

e. 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 he has provided Worth International the copy and photograph for the Task Force bonus advertisement. The bonus advertisement will appear in an upcoming issue of Smithsonian Magazine.

f. Tampa Boat Show, September 8 - 12, 2016

g. Hershey RV Show, September 14 - 18, 2016

h. Midwest Mountaineering (Minneapolis) Outdoor Adventure Expo, November 19 - 20, 2016

Mr. Dopp reported that the Task Force is registered and the registration fees have been paid for the above-referenced shows. He encouraged travel show representatives to make their hotel and travel arrangements.

C. Staff Items

1. Fiscal Year 2016-17 Task Force Draft Work Program - Discussion of Proposed Projects

The Task Force reviewed the Fiscal Year 2016-17 Task Force draft work program.

a. Website Home Page Update

Mr. Dopp reported that Sparxoo has estimated the cost for updating the home page at \$5,900.

b. Ultimate Paddling Guide

Mr. Dopp stated that Sparxoo has estimated the cost for creating the Ultimate Paddling Guide as \$25,000 for 15 rivers and \$20,000 for ten rivers. He noted that the draft work program allocates \$12,000 for the guide. He further noted that in order to allocated \$20,000 for the guide, other work items will either have to be eliminated or have their funding reduced.

The Task Force agreed by consensus to leave the Ultimate Paddling Guide at \$12,000.

2. Adoption of the Fiscal Year 2016-17 Budget

Mr. Dopp presented a proposed Task Force budget for Fiscal Year 2016-17. He noted that the budget includes all of the items contained in the draft 2016-17 Task Force work program.

ACTION: Ms. Richardson moved and Mr. Mecusker seconded to adopt the Fiscal Year 2016-17 Task Force budget as circulated. The motion passed unanimously.

D. VISIT FLORIDA Grants

1. VISIT FLORIDA - The Original Florida Tourism Task Force Fiscal Year 2015-16 Rural Area of Opportunity Partnership Program

Mr. Dopp stated that the Task Force received the reimbursement check for the travel show program yesterday.

a. Report on Cedar Key Getaway Travel Show Winner

Mr. Dopp stated that Jennifer Klemp from the Canoeecopia show was the winner of the Cedar Key Getaway Package.

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

a. Travel Shows and Assignments

Mr. Dopp stated that Roland Loog had conflicting assignments which needed to be resolved. He further noted that Ms. Page was unable to be the alternate for the Midwest Mountaineering Outdoor Adventure Expo.

It was agreed by consensus that Ms. Creamer would replace Ms. Page as the alternate for the Midwest Mountaineering Outdoor Adventure Expo; that Mr. Mecusker would replace Mr. Loog as the alternate for the Atlanta Boat Show; that Ms. Bardhi would replace Donna Creamer as the leader for the Atlanta Camping & RV Show; that Mr. Mecusker would be the second person attending the Atlanta RV & Camping Show; that Mr. Gromoll would replace Mr. Loog as the alternate to the Atlanta RV & Camping Show; and that Mr. Gromoll would replace Mr. Loog as the alternate for the London Telegraph Outdoor Adventure & Travel Show.

b. New Regional Brochure

Ms. Creamer discussed the new regional brochure VISIT FLORIDA is developing for the Fiscal Year 2016-17 travel show season. She requested Task Force members to submit photographs to her no later than tomorrow.

The Task Force agreed by consensus to replace Lafayette Blue Springs State Park with Suwannee River Rendezvous on the list of attractions to be submitted to VISIT FLORIDA for the new brochure.

c. County Tourism Overview for August 18, 2016 VISIT FLORIDA Meeting

Ms. Creamer requested Task Force members to prepare and submit to her no later than July 29, 2016 copies of their Powerpoint presentations for the August 18, 2016 meeting with VISIT FLORIDA.

E. Other Staff Items

1. Suwannee River Paddling Guide Distribution Policy

Mr. Dopp requested that the Task Force to reconsider its recently-adopted Suwannee River Paddling Guide distribution policy since it prohibits the distribution of paddling guides at travel shows.

ACTION: Mr. Mecusker moved and Mr. Gromoll seconded to replace the existing Suwannee River Paddling Guide distribution policy and to allocate paddling guides to travel shows for the Fiscal Year 2016-17 travel show season as follows: Two boxes for Canoecopia; one box for the Toronto Outdoor Adventure Show; one box for the Midwest Mountaineering Outdoor Adventure Show; one box for the Telegraph Outdoor Adventure & Travel Show; and three boxes to be distributed among the remaining shows; and that any remaining guides should be distributed to Task Force members upon request. The motion carried with 11 Yeas and 1 Nay.

2. Trademark Filing Status

Mr. Dopp had no new information to report on the trademark filing status.

3. Suwannee County and Tourist Development Council Update

Mr. Dopp updated the Task Force on efforts to contact the Suwannee County Tourist Development Council to rejoin the Task Force.

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

Mr. Dopp asked if anyone had met Frank Frank Levene while he toured the region.

No Task Force member had met him.

5. Fiscal Year 2017-18 Task Force Draft Work Program

a. Miles Media Proposal

Mr. Dopp presented the Miles Media proposal

The Task Force agreed by consensus to not include the Miles Media proposal as part of its Fiscal Year 2017-18 Work Program.

b. Sparxooo Proposal

Mr. Dopp presented the Sparxoo digital advertising campaign proposal. The Task Force agreed by consensus to not include the Sparxoo digital advertising proposal as part of its Fiscal Year 2017-18 Work Program.

E. VISIT FLORIDA Report

No report from VISIT FLORIDA was presented due to the absence of Brenna Dacks..

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

Ms. Creamer requested a county to host the September 22, 2016 meeting since she will be attending a travel show on that date. Mr. Gromoll agreed to host the September 22, 2016 meeting at the Best Western Grand Hotel in Alachua County.

V. NEW BUSINESS

A. Announcements

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

B. Other New Business

1. Election of Treasurer

ACTION: Ms. Wideman moved and Ms. Frieman seconded to elect Mr. Mecusker as Treasurer to fill the remainder of Ms. Frieman's term. The motion passed unanimously.

VI. LEADERSHIP FORUM

Jerrie Lindsay of the Florida Fish and Wildlife Conservation Commission made a presentation on the Big Bend Saltwater Paddling Trail.

Date and Location of Next Meeting

The next regular meeting is scheduled for 10:00 a.m., August 18, 2016 at VISIT FLORIDA in Tallahassee, Florida.

The meeting adjourned at 1:30 p.m.


Dawn Taylor, Chair

8/18/16
Date

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